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THE NATIONAL NEWSPAPER OF MARKETING

Radio's Revenues Hit $541,000,000 in 1958, FCC Says

Time Sales Show 1.8% Gain Over '57; Agency, Rep Commissions Off 2%

WASHINGTON, Sept. 30—Radio's revenues were up nearly 2% last year, but commissions to agencies and representatives were down 2.7%, according to statistics published by the Federal Communications Commission.

Receipts of networks and am stations from sale of time (before deduction of commissions) totaled $541,700,000, an increase of 1.8% over 1957. Commissions to agencies and reps dipped from $61,300,000 to $59,600,000.

Sales to local advertisers, which now account for nearly 60% of radio's sales, were up 2% to a total of $323,200,000, and sales of national and regional spot were up 1.4% to $171,900,000. Sales of network time, now totaling only $46,500,000, were down 8%.

■ Seven networks and their 23 owned and operated stations received $68,900,000, an increase of 5.2%. However, the amount retained by the networks themselves from sale of network time declined from $36,600,000 in 1957 to $33,400,000.

After allowing for commissions, networks retained $27,000,000 from the sale of network time in 1958 compared with $29,600,000 in the preceding year.

FCC's figures showed that 3,197

(*Continued on Page* 118)

WIN A BILLIONAIRE'S VACATION
in the SPAM "Billion Can Festival" SWEEPSTAKES!
10 Grand Prize Trips-for-Two to any country on earth
SPAM

SPAM SPREE—*Geo. A. Hormel & Co., Austin, Minn., is marking the production of its billionth can of Spam by offering 10 foreign trips for two in a sweepstakes contest. This color spread runs in the Oct. 12 Life. Hormel admits that Spam, introduced about 20 years ago, was a near casualty of military humor in World War II. Batten, Barton, Durstine & Osborn, Minneapolis, is the agency.*

Masland Pays for Presentations; Defers Selection of Agency

NEW YORK, Oct. 2—The scientific search for an agency for C. H. Masland & Sons seems to have bogged down.

The four finalists have each received a check for $5,000 accompanied by a brief letter stating that the carpet manufacturer has decided to defer its selection for a while.

The checks were no surprise to the four finalists—Alfred Auerbach Associates, Donahue & Coe and Mogul Williams & Saylor, all of New York, and Aitkin-Kynett Co., Philadelphia. The $5,000 was the sum the company agreed to

(*Continued on Page* 118)

Pure Pak Moves $750,000 Account Into MacManus

DETROIT, Oct. 2—The Pure Pak division of Ex-Cell-O Corp. has switched its $750,000 advertising and public relations account from Fred M. Randall Co. to MacManus, John & Adams, effective Dec. 1.

Pure Pak division is the leading manufacturer of milk carton producing machinery in the U. S., and sells or leases the machinery to some 90% of the dairies in this country. Although the company does not market a consumer product, it invests about $750,000 yearly promoting the drinking of milk from cartons.

No reason was given for the agency change, but it was believed that Pure Pak wanted an agency with more facilities. The Randall agency had handled the account for the past 11 years. Pure Pak had interviewed four or five other agencies during the last month before choosing MacManus, John.

■ The switch will not affect LaRue, Cleveland Inc., Detroit, which will continue to handle advertising for all other divisions of Ex-Cell-O Corp. #

Magazine Publishers Told Medium Sells Better, Costs Advertiser Less

Coverage, Composition of Audience, Cost Compared in 'Not-Anti-TV' Study

NEW YORK, Sept. 29—Magazine men—who were perturbed 12 months ago this week when a study of their own indicated that some advertisers felt the medium didn't move merchandise, and that many had an "irrational yen" for television—felt better today after viewing a Magazine Advertising Bureau presentation, "The Profitable Difference."

The presentation, a highlight of the fall conference of the Magazine Publishers Assn., was hailed by E. C. Von Tress, senior vp of Curtis Publishing Co., as "the most significant research project ever undertaken by magazines as an industry."

It spelled out "the profitable difference" to advertisers, in terms of the product buying of the U.S. households most heavily exposed to magazines, compared with households most heavily exposed to television. In general, the study indicated that magazines "reach U.S. households that buy more" and that they reach these households at lower cost than does television.

Using dentifrices as an example, the study said the average evening tv show cost an advertiser $94,000 to reach 7,843,000 heads of households, and that these households spent an average of $1.03 for dentifrices in an average three-month period. The value of this market to tv advertisers was $8,080,000.

■ Magazines, on the other hand, would reach the same number of household heads at an average cost to advertisers of $34,430 (in four-color pages). Moreover, these households, the study continued, spent an average of $1.16 for dentifrices in the same period—and the value of such a market to advertisers was $9,120,000, or about 13% more valuable than the tv market.

Similar comparisons were made in a total of 18 product categories, including toilet tissues, regular coffee, toilet soaps, cake mixes, shampoos, aluminum foil and automobiles. The study indicated a more valuable market to be reached in every case by maga-

(*Continued on Page* 8)

Auto Ads Herald Year of Violent Competition

The curtain goes up this month on a new car year which may see auto makers pouring an alltime record number of advertising dollars into the fight for sales. Taking their introductory bows this fall, along with the standard makes, are Detroit's new smaller cars. Promotion for these new entries will swell the ad chorus, and several foreign auto makers have already announced increased ad budgets to meet the new competition from Detroit. In addition to the stories below, see other auto advertising news on Pages 6, 8, 28 and 118.

Multi-Media Drive for 'Turbine Drive' Buick Follows Preview Caravan

NEW YORK, Oct. 2—How would you like to deliver a hard sell for a solid 75 minutes to a sales prospect who is giving you exclusive attention, and wind up having the prospect applaud your commercial?

That's what the Buick division of General Motors Corp. has managed to do in a special cross-country preview presentation of the 1960 Buick, which wound up a two-day local run this week. The prospect-selling show moves into Miami for the weekend, where it will end.

Official Buick introduction takes place Oct. 8, and the new slogan will be: "Buick's all-time best—the turbine drive Buick '60." Newspapers, magazines, tv and outdoor will be used.

■ A pre-announcement ad appears in the Oct. 5 *Life*. Introductory day advertising will include insertions in 4,027 dailies in 2,850 cities, spearheaded by pages in the top 50 markets. There will be "continuing regular use of major daily newspapers" and "more frequent insertions in those papers serving secondary market areas."

Magazine announcement advertising will focus on a color spread with an eight-page tear-out in the Oct. 12 *Life* and Oct. 17 *Saturday Evening Post*. *Time* and *Newsweek* also will carry announcement advertising. Announcement ads will be followed by alternating color pages and b&w spreads.

■ The first of six Bob Hope spectaculars will be aired on NBC

(*Continued on Page* 117)

'N.Y. Times' Section for Falcon, TV Shows Mark Massive Effort by Ford

DETROIT, Oct. 1—An unusual 20-page monotone section, featuring an editorial format, is running in the *New York Times* Oct. 4, heralding Ford Motor Co.'s new Falcon.

This ad was originated and handled by Ford and the Detroit office of Sawyer-Ferguson-Walker Co., which represents the *Times* in Detroit.

The supplement represents a new approach, in that much of its editorial content was contributed by independent writers who visited Ford as guests and submitted copy to be used "as is" or not at all.

■ On top of the *Times'* regular Sunday run of about 1,300,000, the division plans to send copies to every Ford employe, to some 100,000 "thought leaders" on Ford's mailing lists and an additional reprint run for dealer use approximating 1,000,000 copies. First planned press run is in excess of 2,500,000.

No decision has been made as yet whether to repeat the supplement later in other newspapers.

■ Ford is working off an estimated $10,000,000 budget for the fourth quarter of 1959, and will use television, radio, newspapers, magazines, supplements, outdoor and direct mail in the introduction of its 1960 line (AA, Sept. 28).

The spearhead is what Ford calls "the largest television effort

(*Continued on Page* 119)

Last Minute News Flashes

Best Foods Canada Switches to Vickers & Benson

TORONTO, Oct. 2—Best Foods Canada Ltd. will move its advertising account from E. W. Reynolds to Vickers & Benson, effective Jan. 1. Vickers & Benson is the Corn Products agency in Canada, and the move is being made to consolidate all the company's business in one shop. Best Foods merged with Corn Products last year.

Frenchette Reportedly Splitting with Cohen, Dowd

NEW YORK, Oct. 2—Frenchette Co. and its agency, Cohen, Dowd & Aleshire, both declined to comment on reports that Frenchette is seeking a new agency. A division of Carter Products, the salad dressing maker reportedly will reach a decision soon.

Braude Shifts to Helena Rubinstein as Ad Manager

NEW YORK, Oct. 2—Theodore Braude, formerly director of advertising at Lanolin Plus, has joined Helena Rubinstein Inc. as advertising manager. He succeeds Lawrence Wechsler, who has been promoted to divisional merchandising manager. Herbert S. Klauber, formerly with Warwick & Legler, has replaced Mr. Braude at Lanolin Plus.

(*Additional News Flashes on Page* 117)

Hazard Shuffles Execs; Mordwin Is Named President

NEW YORK, Sept. 30—Hazard Advertising Co., an industrial agency, has reorganized.

William Mordwin has been named president, succeeding Herbert Peck, who has held the post since 1942. Mr. Peck moves into the newly created position of chairman of the executive committee.

Mr. Mordwin, a partner since 1954, joined Hazard in 1945. He was formerly with the public relations department of General Motors.

Donald B. Foresman, vp, treas-

(*Continued on Page* 117)

Appliance Retailers Will Pool Buying, Service, Ad Efforts, Steinberg Says

CHICAGO, Sept. 29—A marketing revolution—"born out of the sheer necessity to survive"—will lead to more and bigger cooperative ventures among electrical appliance retailers, in the opinion of Jules Steinberg, midwestern editior of *Mart Magazine*.

"Think what this [cooperative] movement can mean to appliance retailing," he said in a talk to the Chicago chapter of the Electrical Women's Round Table. "Besides the advantages of pooled advertising funds and carload lot purchases, these dealers can combine other aspects of their businesses without giving up their independence.

"In certain rural areas, I can envision a central service operation owned by a group of dealers. Thus, they'll be able to afford the most up-to-date equipment and competent service men without abandoning this profitable segment of the business to manufacturers."

■ Mr. Steinberg said dealers may also combine to hire a consultant home economist. "Dealers are very much aware of the value of having a trained woman on the sales floor," he said. "After all, they tell me, who ever heard of an automobile agency hiring sales people who cannot drive a car."

He noted that the independent retailers are "bucking competition from department stores which are willing to give away appliances at cost prices in order to bring traffic into their more profitable soft goods departments. And for the most part [the independents] have been sitting by helplessly as their net profits have sunk to an alltime low of 1.5% on the volume they have to fight so hard to get."

While early efforts at cooperative selling have been largely unsuccessful in the appliance field, Mr. Steinberg said, "dealers are learning the bitter lessons of failure to cooperate.

■ "If such ventures have been unsuccessful in the past, it is only because the pressures of rising overhead and declining volume were not great enough to foster this spirit. I say those pressures are staggering enough today. Cooperatives will work, because the independent dealer cannot afford to have them fail." #

Kelley O'Meallie Dealey Aycock Grafton

DISCUSSION—*Comparing their impressions of the 1959 SNPA convention program are Vincent Kelley, Jann & Kelley; John O'Meallie, New Orleans Times-Picayune; Joseph Dealey, Dallas Morning News; W. F. Aycock, Memphis Commercial-Appeal, and T. R. Grafton, Shreveport Journal.*

Justice Dept. Seeks to Flatten Blatz-Pabst Tie

U.S. Hops on Merger as Detrimental to Brewer Competition in Midwest

WASHINGTON, Oct. 1—The Justice Department flashed a red light against further mergers in the brewery industry by filing an action today which seeks to unscramble last February's acquisition of Blatz Brewing Co. by Pabst.

In an action filed in Milwaukee the department protested that the merger hurts competition in Wisconsin and in a three-state area involving Illinois, Wisconsin and Michigan.

In Wisconsin, the government

(*Continued on Page* 117)

SNPA to Ask ABC to Alter Bulk Sale Rule

Convention Told Most Dailies That Boosted Rates Had Linage Gains

HOT SPRINGS, ARK., Sept. 29—A resolution asking for a change in Audit Bureau of Circulations rules governing bulk circulation of newspapers was introduced today at the 56th annual convention of Southern Newspaper Publishers Assn.

The resolution was introduced by H. Galt Braxton, publisher of the *Free Press*, Kingston, N.C., who urged SNPA members to support it at the annual convention of ABC, slated for Oct. 22-23 in Chicago.

The proposal asks that copies of newspapers sold through regular distribution channels to hotels, apartment buildings, motels, motor courts, hospitals, convalescent homes, railroads for club or dining cars, or airlines—which are paid for by owners or operators at not less than the established wholesale rates for dealers or carriers, and where such copies are sold or distributed to or made available to patrons in connection

(*Continued on Page* 117)

Now When It Rains It May Sneeze, as Morton Adds Pepper

CHICAGO, Oct. 1—Morton Salt Co., which has been marketing salt for more than 100 years, has taken its first—albeit small—step toward product diversification.

The company will begin test marketing of Morton pepper in Tucson, Phoenix and other Arizona markets this month. The black pepper will be sold only in small containers as companions to the small salt containers.

This is also a test for a new polyethylene container—called a miniature—which has a "snap-tap" lid which permits easy handling and use. The 1/6 oz. pepper containers will be sold in sets of three for 19¢.

Advertising in Arizona will be limited to point of purchase material, including display bins and shelf talkers. Needham, Louis & Brorby, Chicago, is the Morton agency.

■ The company said it probably won't expand its pepper sales to larger containers, but will concentrate on the small salt and pepper sizes as convenient for picnics, lunch boxes and individual service. Distribution may be national by next spring.

Morton said the pepper addition is the first step in product diversification now under consideration. #

Libby, McNeill Uses Magazines in 'Biggest' Push

CHICAGO, Oct. 1—Libby, McNeill & Libby will put "the largest advertising campaign in its 91-year history" under full steam this month with print promotion for its canned foods.

Beginning Oct. 11, 26 color pages will run over a ten-week period in *This Week* supporting Libby's beef stew, fruit cocktail and tomato juice.

Reader's Digest will carry color pages every month for Libby's pineapple products. *Better Homes & Gardens* and *Ladies' Home Journal* will carry a total of 20 color pages promoting fruit cocktail, peas and corn.

Other magazines on Libby's schedule, beginning with October issues, are *Ebony*, promoting canned meats; *Extension*, for Libby's tomato juice; *Look*, for pumpkin, beets, kraut and Libby's Harvest of Values and Best Buy Days promotions, and *Sunset Magazine* for the beef stew.

■ In Chicago, the company will break in November what Libby calls the largest outdoor campaign ever waged in Chicago—4,500 posters in six months, one out of every eight in the city. These, plus extensive transportation ad positions throughout the city, will promote Libby's pineapple chunks, creamed corn, fruit cocktail, beef stew, tomato juice and pineapple-grapefruit juice drink.

J. Walter Thompson Co. handles Libby's canned foods. Batten, Barton, Durstine & Osborn handles the frozen items. #

U. S. Opposes Ban on Weapon Ads, but Deplores 'Overselling': Snyder

OMAHA, Oct. 1—Assistant Defense Secretary Murray Snyder indicated today that security officers will keep a sharp eye on ads by defense contractors to make sure that the public isn't "oversold" on the availability of new "wonder" weapons.

He told a joint civilian orientation conference here that there have been instances where "ad copywriters have given the reading public the impression that a weapon still undergoing research and development was actually deployed and defending the nation."

Noting that Department of Defense directives already provide for the security review of information released by manufacturers concerning classified contracts, including advertising matter, he said industry and government have a responsibility beyond mere security, "to give the public the

(*Continued on Page* 118)

LOUIS DORFSMAN, *formerly director of art, advertising and promotion at CBS Radio, New York, has been promoted to vp in charge of advertising, promotion and press information for this CBS division. Mr. Dorfsman replaced Louis Hausman, who resigned to become director of the new Television Information Office, New York.*

Highlights of This Week's Issue

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Morton Salt Co. will begin test marketing a new product, black pepper, in Arizona markets this month ..... **Page 2**

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Ketchum Adds Four Westinghouse Units

WASHINGTON, Oct. 1—Ketchum, MacLeod & Grove has picked up four additional Westinghouse divisions, plus the corporation's aviation industry program.

The four divisions, all part of the Westinghouse general products group, are Sturtevant air handling division, Boston; wiring devices, Bridgeport; Micarta, Hampton, S.C., and x-ray and industrial electronics, Baltimore.

■ All four were formerly with Fuller & Smith & Ross, Pittsburgh.

Earlier this year, Ketchum here picked up five divisions of the Westinghouse defense products group. The agency's various offices also handle Westinghouse corporate advertising and special assignments for Westinghouse. #

Trading Stamps Boost Ad Costs, Food Chains Told

But, Prof. England Reports, Stamp Plans May Have Passed Peak

WASHINGTON, Oct. 2—The percentage of the food chain expense dollar used for advertising stabilized in 1958 after a steady four-year increase, according to a new report on food chain operating results sponsored by the National Assn. of Food Chains.

Attributing much of the increase in advertising costs to the adoption of trading stamp plans, the report, prepared by Prof. Wilbur B. England of the Harvard Business School from data submitted by 56 chains, hinted that stamp promotions have reached their peak, and already may be on the way out.

Over the four-year period in which reports have been sponsored by the association, the percentage of food chain expense charged to advertising has increased sharply from 0.8% in 1955 to 1.88% in 1958. The report notes, however, that the 1.88% 1958 percentage compares with 1.87% in 1957.

■ "Thus," it said, "while more advertising dollars were spent in total, the percentage of each dollar of sales income spent for advertising remained about the same as it was in 1957."

Although sales volume of food chains increased, expenses continued to climb more rapidly, so that earnings after taxes were

(Continued on Page 52)

New 'Electrical Merchandising' Will Be Weekly

NEW YORK, Oct. 1—*Electrical Merchandising*, 52-year-old McGraw-Hill monthly serving the retail appliance field, will become a weekly news magazine Nov. 23 and will change its name to *Electrical Merchandising Week*.

The change is being made as a result of a readers' survey, made for the publication by Lewis Harris & Associates, to conform to new needs and demands of its readers. It will also provide physical and financial advantages for its advertisers, Caswell Speare, publisher, said.

"The tempo of the appliance-tv retailer's life and his needs for information have changed drastically in recent years," he said. "Interpretive news is vital in today's appliance business, and a monthly is just too slow."

■ The new weekly's introductory announcement promotion calls for virtually full-page ads Oct. 5 in 18 daily newspapers in 18 cities addressed specifically to advertisers in those cities. Special copies will be hand-delivered by the newspapers to the advertisers named in the ads. In addition, a spread in ADVERTISING AGE will list the names of advertisers and agencies as well as present details of the change of name and publication frequency.

On each succeeding Monday for the next six weeks advertisers will receive reminder telegrams of the change. Also, 3,000 brochures will

(Continued on Page 122)

New TV Industry Unit Forming to Export Programs

NEW YORK, Sept. 29—Plans to flood the world with "Lassie," "Maverick," "Gunsmoke" and other U. S. television programs were announced here this week.

A television industry committee met yesterday and moved to establish an association of tv program exporters.

The association would be comparable to the movie industry's Motion Picture Assn. of America. Hollywood's MPAA, headquartered in Washington under the direction of urbane Eric Johnston, helps to safeguard the overseas markets of U. S. movie producers.

Overseas markets account for about 50% of motion picture earnings and the television fraternity is hopeful of reaching this enviable state one day.

■ Organizational plans for a tv program association will be drawn up over the next 10 weeks by William H. Fineshriber Jr., veteran broadcasting executive, and George

(Continued on Page 54)

Comes Revolution! D'Orsay Uses Humor in Perfume Ads

NEW YORK, Sept. 29—D'Orsay Sales Co. will use a whiff of humor in its perfume advertising this fall, in a field traditionally marked by ads featuring either packaging or passion.

A series of cartoons will illustrate D'Orsay's campaign for its Intoxication perfume. The theme: "Something wonderful happens when you wear Intoxication by D'Orsay."

In the pixyish drawings, this "something wonderful" ranges from a statue coming to life to a woman being followed by a man walking airily on his hands. B&w and two-color versions, all page units, will run through Christmas in *Esquire, Harper's Bazaar, New York Times Magazine, Seventeen, The New Yorker* and *Vogue*.

Many perfume ads tend to look like ads for a packaging designer, according to the agency, Jane Trahey Associates. The humorous approach was decided upon for D'Orsay because "when people buy perfume, they buy a mood, not a bottle.

"The name Intoxication is a fun name; the perfume is fun to wear and is supposed to make people feel good—so why shouldn't the advertising do the same," the agency reasons. #

PERFUMER-HUMOR—*Cartoons by Blechman enliven the current campaign for Intoxication perfume by D'Orsay. Starting in October issues, the campaign runs in six magazines.*

JUST CHEW IT—*This ad for Foam-ettes appears in the October issue of Pacific Drug Review.*

Brushless Brainstorm . . .

Test Push Set for Foam-ettes, Pill Dentifrice

SAN JOSE, CAL., Sept. 30—A test marketing campaign has been launched by Consolidated Laboratories, San Jose, to promote a unique new brushless tablet dentifrice in Northern California.

Referred to by its maker as "America's first tablet dentifrice," the new product, according to Jackson G. Faulkner, vp-marketing and advertising of Consolidated Laboratories, "will clean the teeth, brighten the teeth, sweeten the breath, kill mouth bacteria, and fight tooth decay."

Trade advertising promoting the new dentifrice appeared in the October issue of *Pacific Drug Review*.

Known as Foam-ettes, the tablet is a product of Chemical Products Corp., a subsidiary of Consolidated Laboratories, which also makes Insta-Tan, Suntan Creme, Neo-Ssage, Message Creme, and Lano-Glove all purpose lotion.

The "McKittrick Directory," July, 1959, Geographical Supplement, lists Faulkner & Stewart Advertising Agency, 1261 Lincoln

(Continued on Page 78)

Coca-Cola Charts 10-Year Campaign to Double Sales

BOSTON, Sept. 29—A 10-year promotion campaign to double the sales of Cokes was announced yesterday by the Coca-Cola Co. at the opening of a three-day meeting of 400 New England bottlers.

Lee Talley, president, said the campaign will be a sharp departure from the usual one-year merchandising efforts and proof of the company's expectations of "soaring, fabulous, and almost unbelieveable '60s."

He said the company is now adding new bottling plants overseas at the rate of one every 10 days.

The expansion program will mean the enlargement of many of the company's 1,100 bottling plants throughout the world. The 10-year program, he added, was decided after a survey of the merchandising conditions in nearly 1,500,000 retail outlets for Coca-Cola.

Since 1947, Coca-Cola bottlers have invested more than $153,000,000 in new plants and equipment in this country alone. #

Ads in Dailies 'Nag' at Lonely Shopper: Hobbs

Ad Writing for Dailies Is Lazy, BBDO VP Tells Newspaper Ad Seminar

NEW YORK, Sept. 29—National advertisers and their agencies alternately had their noses tweaked, their ears boxed and their backs patted by a string of speakers at a seminar on newspaper advertising here today.

But most of the speakers seemed in agreement on one major point—advertisers and agencies are not tapping the creative potential of newspaper advertising.

The seminar, "How to Move More Merchandise Through Your Newspaper Advertising," was attended by advertisers and agencies and was sponsored jointly by the Bureau of Advertising, American Newspaper Publishers Assn., the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

■ Whif Hobbs, vp and associate copy director, Batten, Barton, Durstine & Osborn, warned newspaper advertisers not to think of the masses as asses.

"Too often we approach newspapers (as a medium) and newspaper readers (as an audience) in an old-fashioned, short-sighted, ho-hum way. I think we're less imaginative in newspapers, less inventive, less daring, than in any other medium, even outdoor.

"There seems to be an excitement and challenge about doing ads for television and for *Life* and *The Saturday Evening Post* and *The New Yorker* that cause creative people to shift into overdrive and really go all out. There are fewer surprises in newspaper advertising; the average of dullness—the average of average—is higher.

"Partly this is because we're lazy," said Mr. Hobbs. "Partly it's because we're scared. Mostly it is, I think, because we insist in under-rating our newspaper audience."

■ "I want national ads in newspapers to be warmer and friendlier and fresher and timelier and more helpful and more personal.

(Continued on Page 119)

Barnes Chase Co. Absorbs Clark Shop

LOS ANGELES, Sept. 30—Darwin H. Clark Co., 24-year-old Los Angeles agency specializing in industrial, scientific and financial advertising, has combined its business with Barnes Chase Co., an agency with headquarters in San Diego. The combined agency will carry the Barnes Chase Co. name.

Nelson Carter, vp and Los Angeles manager of Barnes Chase, will continue in that position. Darwin H. Clark, who has purchased a "substantial" stock interest, becomes vp and manager of the agency's industrial and financial division here.

Personnel of the Barnes Chase agency have moved to the building occupied by the Clark agency at 1145 W. 6th St. All Clark personnel will be retained.

■ The Barnes Chase agency billed $2,509,000 in 1958. The Clark agency is believed to have billed around $2,000,000 last year. Barnes Chase, which also has an office in San Francisco, is affiliated in ownership with Meldrum & Fewsmith, Cleveland. #

Gallagher Adds Account

John M. Gallagher Advertising Agency, San Francisco, has been named to direct advertising for Holiday Inn, San Francisco motel.

Wyman Adds Two Accounts

Wyman Co., San Francisco, has been appointed to direct advertising for Mark Angelo Shoe Co. and Crosetti Bros., building maintenance contractors.

WHAT'S IN A NAME—*This is the first ad in a series being launched for Milady frozen blintzes.*

Milady Blitzes N.Y. with Blintzes

Sampling Drive Aims to Acquaint Uninitiated With Versatile Dainty

NEW YORK, Oct. 2—Milady Food Products, maker of Milady's frozen blintzes, is breaking a unique sampling campaign in the New York metropolitan market to acquaint gentiles with the virtues of the blintz.

Milady figures that Jewish families are quite familiar with blintzes. It feels that non-Jewish families would also take to the blintz if they were more familiar with the product.

The company is therefore taking space in daily newspapers in which it lists names at random from the telephone book. Only last names are used. Any person whose name appears in the ad can get a free package of Milady's blintzes by sending a postcard to the company.

The ads being used are similar to the bank notices which list names of people who have unclaimed accounts.

■ The first Milady ad lists some 250 names. The only obviously Jewish name in the list is Horowitz. The ad is headlined: "Notice! Reward for Anyone Whose Name Appears Here!"

The campaign, which expires at the end of the year, will run in the *Daily News, Journal American, Post, Times* and *World-Telegram & Sun* in New York, as well as in *Newsday* on Long Island and three New Jersey papers—*Bergen Evening Record, Newark News* and *Passaic-Clifton Herald*.

Smith/Greenland Co. is the agency.

(For the uninformed, the copy identifies blintzes as "delectably thin egg pancakes, folded over the most wonderful fillings imaginable: creamy cottage cheese, fresh red cherries, strawberries and cottage cheese, luscious fresh blueberries, hearty potatoes, or juicy sliced apples.") #

Gonzales Heads 'Bootstrap'

Puerto Rico's Economic Development Administration has appointed Juan Gonzales-Ramos executive director of its "Operation Bootstrap," promotion program in the U.S. He succeeds Rafael Durand, who is returning to Puerto Rico to become director of the Puerto Rico Ports Authority. Mr. Gonzales-Ramos was formerly EDA controller in San Juan. EDA has also named J. F. Diaz-Hernandez director of industrial development. He was formerly head of Rums of Puerto Rico.

Allied Retains Hixson

Allied Record Mfg. Co., Los Angeles, has retained Hixson & Jorgensen, Los Angeles, as advertising counsel. The agency has the assignment, said Ned Hertzstam, Allied vp, to "study our business, analyze the potential markets in which we are considering future expansion, then recommend whether or not a major advertising agency could make a sound contribution to the approach of these markets."

Woolridge Plans Push

Thompson Ramo Woolridge Inc., Los Angeles specialist in research, development and manufacturing, will spend close to $500,000 in management, scientific and news magazines in the next year to promote its corporate image. Spreads will appear in *Business Week*, *Fortune*, *Scientific American*, *Time* and *U. S. News & World Report*. Some newspapers and direct mail also will be used. McCarty Co., Los Angeles, is the agency.

Renault Dealers Form Council

Renault dealers in the New York metropolitan area have formed a cooperative advertising council. The dealer group will sponsor the Friday night "Quarterback Club" show over WPIX-TV and run a schedule in the Sunday edition of the *New York Times*. Fairfax Inc. is the agency.

Willard Battery Drive Promotes Novel Guarantee

CLEVELAND, Oct. 2—Newspaper and business magazine advertising will put extra voltage into Willard Storage Battery's campaign, which was turned on in *The Saturday Evening Post*.

On Oct. 9 and Oct. 23, Willard will use newspapers in 135 cities, running 400 lines and listing dealers.

Jobbers and dealers are getting the campaign charge in September issues of their business publications.

Willard, a division of Electric Storage Battery Co., says its effort for the new improved Willard Super Master is "one of the largest promotional campaigns ever staged in the automotive battery field."

THIS WILLARD BATTERY WITH NEW PATENTED FORMULA 57
GUARANTEED for the life of your car*
"FREE REPLACEMENT as long as you keep the car for which the battery was purchased"
FORMULA 57, a revolutionary research development... improves battery performance two ways... it helps your battery hold its charge longer, guards against damaging sulfation!
"money back reward"
Special Engineering Life Test
This offer expires October 31st!
Willard
Super Master
SILVER METALEX
Imagine! Guaranteed battery performance for the life of your car! As little as *$24.95 exchange
See your Willard dealer now!

NEW FROM WILLARD—*This spread is part of a three-page ad for Willard batteries running in the Oct. 3 issue of The Saturday Evening Post.*

The three-page jolt directed at consumers in the Oct. 3 *Post* shows a perky stork introducing the battery, with Formula 57, which is "guaranteed for the life of your car." The opening page, in b&w, is trimmed narrow, permitting art to show the corner of the red battery on the third page. It appears to be carried by the stork in a diaper bleeding off the opening page.

■ The copy said Willard is so confident of its new battery development it is guaranteeing a buyer a free replacement, should it be necessary, "as long as you keep the car for which the battery is purchased."

The trade announcements include four-page insertions in *Gasoline Retailer* and *Super Service Station*, and two-color ads in *Jobber Product News*, *Jobber Topics*, *Motor*, *Motor Age*, *Motor Service*, *Service Station Management*, *Southern Automotive Journal*, and *Tire & TBA Review*.

More than 50,000 tickler folders were mailed to the trade in August. Eight-page broadsides are going to the same list. Full-size reproductions of the *Post* ad and details on promotional helps are enclosed.

The materials include five pieces for store display. Jobbers are being supplied with newspaper mats, 24-sheet posters, and radio-tv spot materials.

A display contest under *Post* direction offers $1,000 in prizes.

Meldrum & Fewsmith is the agency. #

Resor Advertising Reopens

James Resor Advertising has reopened offices at 3033 Ashby Ave., Berkeley, Cal.

pinning it down

More than 85% of Baltimore families (1.8 million people) live within a 15-mile radius from the heart of downtown—roughly the ABC city zone—making Baltimore a *uniquely compact* market.

An estimated 92% of the total Baltimore market retail sales are made in this same compact area, making it a *highly productive* market (America's 12th largest, in fact).

Baltimore's centralized growth in the past 20 years has added half a million people (about equal in size to such complete cities as Miami or Rochester)—making it an *ever-growing* as well as a compact, rich market.

Contact with this compact market now, as always, can best be established by your use of the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% home delivered) is in Baltimore's compact city zone. With the Sunpapers, you reach the overwhelming majority of Baltimoreans where they live, where they work, and where they buy.

The Baltimore Sunpapers

ABC 3/31/59: Combined Morning and Evening 413,299 — Sunday 319,972

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

15th Market in Total Retail Sales

General Merchandise Sales Grow Faster in Greensboro

Greensboro, fertile with diversified industry, is the market with a knack for making sales grow. In the top 25 markets of the NEW South, Greensboro ranks 15th in total retail sales—closely following Richmond, Norfolk-Portsmouth; and exceeding Charlotte, Mobile and other prominent markets. Exclusiyely cultivating this lush market for you is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Read what leading food chain executives from coast-to-coast say about THIS WEEK Magazine:

"May I pay my respects to the super-magazine of this nation, THIS WEEK Magazine, which packs a real sales wallop for those products regularly advertised. THIS WEEK Magazine really moves the goods."

A. D. DAVIS
President, Winn-Dixie Stores, Inc., Jacksonville, Florida

"For many years we have studied the results of national campaigns in newspapers, magazines, and on radio and television, and it is our conclusion that the most potent pre-selling influence in print is THIS WEEK Magazine."

NATHAN W. LURIE
Vice-Chairman, A. C. F. Wrigley Stores, Inc., Detroit, Michigan

"For some time now, I have been meaning to tell you what a great job THIS WEEK Magazine does for the products we sell. Over the years we have seen again and again how THIS WEEK speeds the movement of goods off the shelves in our stores."

EDWIN J. FOX
President, Fox Markets, Inc., Los Angeles, Calif.

"We at Stop & Shop have, for many years, had a high regard for THIS WEEK Magazine. We have always felt that . . . the type of advertising that it carries has been an effective means of gaining acceptance and sales of . . . products in our stores."

SIDNEY R. RABB
Chairman, Stop and Shop, Inc., Boston, Mass.

To Move Goods Fastest... Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

Dodge, Dart Are Paired in Drive, Sales Strategy

DETROIT, Sept. 30—Dodge division of Chrysler Corp. will do the togetherness bit when introducing its 1960 line, which includes the new Dodge Dart series.

Although introductory advertising will stress the Dart, the division hopes to show unity by introducing the new car and its regular line simultaneously Oct. 9. In previous years, Dodge-Plymouth dealers faced two introductory dates for the two lines.

The Dart is priced competitively with Plymouth (as well as Chevrolet and Ford), but Dodge hopes its dealers will now find step-up sales easier. The thinking is that a Dart prospect can be stepped up to a Dodge easier than could a Plymouth prospect.

Today is the day you discover
DODGE DART
...And today you see the luxurious
'60 DODGE
A complete new line of economy cars in the low price field!
Greatest Dodge Cars Ever ... Big, Solid, Built to Command!
'60 DODGE

DODGE DUO—*Dodge division of Chrysler Corp. will show its new Dodge Dart simultaneously with its regular 1960 Dodge line in this introductory newspaper ad. The announcement date is Oct. 9.*

M. C. Patterson, Dodge general manager, said the division is working with its biggest advertising budget ever on the '60 introduction. Estimates are that Dodge is budgeting between $17,000,000 and $20,000,000 for '60 model advertising—up from about $13,000,000 spent on the 1959 cars.

■ The Lawrence Welk tv show will continue as Dodge's major advertising effort. Tv advertising reportedly will get slightly under 50% of the ad budget. Newspaper expenditures are expected to take about 25% of the total, with magazines geting 20% and spot radio about 5%. Grant Advertising is the Dodge agency. #

Campbell Adds Account

The Campbell Agency, Stockton, Cal., has been appointed to direct advertising for a new Tahoe Keys lakefront subdivision development. Two-color ads are scheduled for *Life*, San Francisco newspapers, and other northern California dailies. Campbell plans to open a branch office at Tahoe Valley to handle the new account.

Lewin Move Is Feasible but Sans Precedent: Gamble

NEW YORK, Sept. 29—Frederic R. Gamble, president of the American Assn. of Advertising Agencies, said last week that there is no recent precedent for the action proposed by A. W. Lewin, former chairman of the agency now known as Mogul Williams & Saylor.

Mr. Gamble said, in response to questions concerning a story published by ADVERTISING AGE (AA, Sept. 21), that during the more than 30 years he had been with the Four A's, not one agency has been brought up on charges of "morally unworthy or unprofessional conduct."

Mr. Lewin has stated that he plans to bring such charges against Mogul Williams & Saylor upon the conclusion of the two arbitration hearings which are now in progress (AA, Sept. 21).

Mr. Gamble said that during his tenure several agencies have been invited to withdraw from the Four A's, and have done so, and that several others have been suspended for non-payment of dues and eventually dropped out. But none of these departures hinged on the section of the Four A's constitution (Section 5, Article 4) concerning "morally unworthy or unprofessional conduct, subversive to the best interest of advertising"—the clause cited by Mr. Lewin.

■ Mr. Gamble added, "Anyone is free to presumably approach our board of directors as to the conduct of one of our members." He said the member agency complained of would also appear before the board before any action was taken. A two-thirds vote of the full board (20 officers and directors) is necessary to declare a membership annulled. #

Britannica Names Houghton

Harry E. Houghton has been elected president of Encyclopaedia Britannica, Chicago, succeeding Robert C. Preble, who is retiring from the post he has held since 1951. Mr. Houghton joined Britannica in 1945 as a director and in 1947 was appointed chairman of the executive committee. He served as president of Britannica from 1948 to 1951 while still holding a position as president of Muzak Corp., New York. Mr. Preble, who joined the corporation in 1949, will remain with Britannica as a special consultant.

Harry E. Houghton

Hawkins Named for New Maxon Office in Minneapolis

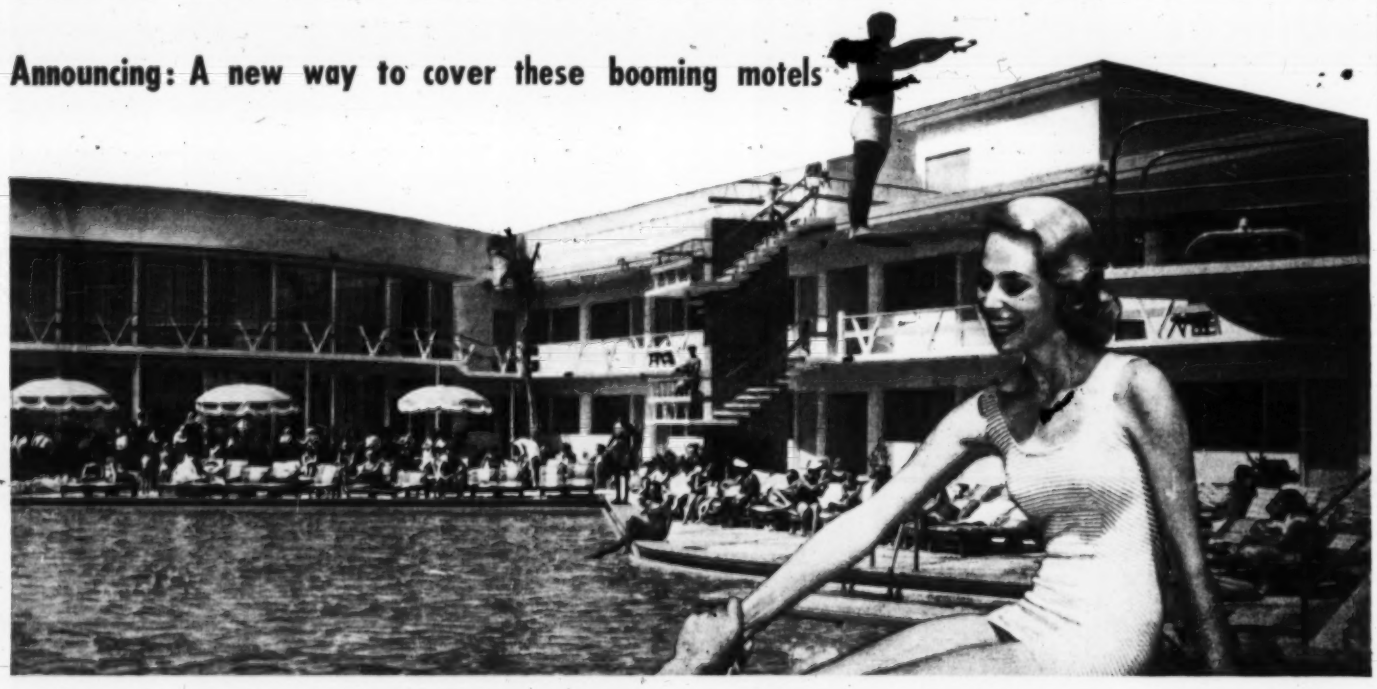
Maxon Inc. has opened an office in the First Federal Bldg., Minneapolis, with Charles J. Hawkins as office manager. He formerly was an account supervisor at Batten, Barton, Durstine & Osborn.

The office will service the Jacob Schmidt Brewing Co., St. Paul, and will offer regional merchandising and advertising service for other Maxon accounts.

Union Starch to Expand Market for New Liquid Mist

Union Starch & Refining Co., Columbus, Ind., which has been testing Liquid Mist Reddi starch, an aerosol product, in Cincinnati and Columbus, O., for the past few months, will introduce the product in other markets and begin promotion on it soon. Baer, Kemble & Spicer, Cincinnati, is the agency.

Announcing: A new way to cover these booming motels



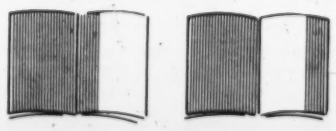
American Motel's REGIONAL MARKETING PLAN

Regional campaigns . . . listing of regional distributors . . . split runs . . . co-op advertising . . . local supplier tie-in advertising . . . all these important marketing techniques are now facilitated by American Motel's Regional Marketing Plan . . . Here is how it works:—

REGIONAL RATES . . . Four regions are now offered . . . Eastern, Southern, Midwest and West. Split runs and concentrated regional campaigns for products more suited to a particular section of the country are possible at last in the motel field. Regional suppliers can now benefit by tying in with national advertising.

A NEW UNIT OF SPACE, the "page-plus" (equal to a page and 1/3) is offered at a special rate. The 1/3 page is ideal for distributor lists. These lists can be changed in each region . . . tying the message to the nearest source of supply. (This is essential in the decentralized Motel market.) Also ideal for manufacture-dealer co-op advertising.

American Motel's 4 Regions


The new "page-plus" unit

AMERICAN MOTEL
MOTOR HOTELS · MOTOR INNS · MOTOR LODGES
PATTERSON PUBLISHING CO
5 SOUTH WABASH AVE
CHICAGO 3, ILL

Multiply a pretty girl by a Million

and you get the
new circulation of

GLAMOUR

INCORPORATING

CHARM

the "how-to" fashion magazine
for young women.

©COPYRIGHT CONDÉ NAST PUBLICATIONS, INC.

A NEW FASHION CONCEPT... A NEW MILLION MARKET... A NEW WAY TO PROFIT.

Sawyer McGraw Behlke Pierce Cowles Sterling Mayes

BREAK—*Taking it easy during the MPA convention were McGraw-Hill execs B. E. Sawyer and R. E. McGraw (the latter with Business Week); Harold L. Behlke, U. S. News & World Report; Marvin Pierce, Time Inc.; Gardner Cowles, Look; John Sterling, This Week Magazine; Herbert R. Mayes, McCall's.*

Magazine Publishers Told Medium Sells Better, Costs Advertiser Less

(Continued from Page 1)

zines, with the exception of a product like all-purpose flour, which the study indicated is an item more likely to be used by families with lower incomes.

In this view, the study asserted that heavy magazine exposure was registered by household heads with more education and more income, while heavy tv exposure declined among those with better educations and greater incomes.

■ The study, which covered the April 19 to May 30 period, used the national consumer panel of the Market Research Corp. of America. It compared 35 magazines with an average cost per 1,000 for four-color pages of $5.05 to 30 evening tv shows (including "three of the ten top-rated shows"—"Wagon Train," "The Ed Sullivan Show" and "I've Got a Secret").

The study reported yesterday made no mention of cost per 1,000 for each tv commercial minute (which Nielsen put at $4.50 for a nighttime show in July and August), but magazine men said after the presentation that, in effect, their medium delivers 227 households per dollar while tv delivers 83.4 households.

The study was conducted as a mail-panel operation, with about 5,000 households taking part. Each household made daily records of magazines received, looked into and disposed of, and of which tv shows were watched.

The study was carefully described as not aimed at television. "I would be very unhappy if it turned out to be regarded as an anti-television report," Gibson McCabe, publisher of *Newsweek* and MAB chairman, commented.

■ In a discussion of the techniques of the study, these highlights appeared:

• The study's findings on magazine circulations checked within 1% of Audit Bureau of Circulations reports; the margin of difference between the study and Nielsen audience reports was less than 5%.

• The initial study treats only with evening tv shows, but a study of comparisons with daytime television will be forthcoming shortly.

• Still to come is an "attitudinal study" of the reactions of the panels to magazine and television advertising, which many magazine men think will reveal basic differences in the regard of consumers toward various media—which may be extremely meaningful to advertisers.

• One feature of the study which may catch admen's eyes is that it rests on a basis of exposure to heads of households—husband or wife or both. Many previous studies have reported results in terms of readers 10 years of age or older, or used tuning (without age qualification) as a criterion.

■ L. Keith Goodrich, vp and treasurer of McGraw-Hill, urged long-range forecasting on the publishers.

Advertising rates, he said, depend largely on the number of copies of a publication delivered to potential buyers of the advertised product, and on operating costs generally prevailing in the magazine industry.

"My observation over the past several years is that most of us have advanced rates fairly promptly in anticipation of circulation increases, but some of us have sometimes failed properly to anticipate increased costs of doing business."

■ Richard E. Deems, exec vp of Hearst Magazines, denied that television has done magazines "a great deal of harm." He said they have "competed successfully" with tv.

Perhaps the most important virtue of magazines, he said, "is the fact that magazines deliver a specific, provable, non-varying audience, and television does not." Magazine readers "pay" for the books, he added, and tv viewers do not pay for their entertainment. Moreover, "magazines create a mood, which produces a psychological climate which, in turn, makes the reader more receptive to the advertiser's messages." And magazines have longevity, availability, and pass-along circulation.

■ Several panel sessions at the meeting were devoted to other aspects of magazine publishing, including such subjects as "How to Promote Editorial Content to Readers" and "How to Promote Editorial Content to Advertisers."

The first of these, moderated by S. O. Shapiro, *Look*, developed an interesting discussion of the relative values of newsstand and subscription circulation. Herbert R. Mayes, the new editor of *McCall's*, emphasized rising newsstand sales as evidence of a magazine's vitality, while Nicholas Samstag, of *Time*, said that, in the case of *Time*, readers are people who have a continuing interest in the news and thus need regular subscription copies to satisfy their requirements. Mr. Shapiro added that research has shown that the best prospects for magazine subscriptions are among those who have "sampled" the publication by purchase of newsstand copies.

■ In the session on promoting editorial values to readers, moderated by Mel Grayson, of *Look*, there was general agreement that putting buyers of advertising on the free list is a good way to get them interested in magazine editorial content. Daniel D. Mich, vp and editorial director of *Look*, said that he believes editors should be allowed to get out the best magazines possible, without interference from promotion men or others.

Carl Schaefer, of *Family Circle*, moderated a panel on forecasting and budgeting; John F. Dowd, of Time Inc., served a similar group on "Legal Aspects of Editing"; David W. Ballard, Time-Life International, headed a group on international circulation, and C. C. Westland, *McCall's*, was moderator of a panel on production.

■ Richard J. Babcock, president of Farm Journal Inc., was elected secretary of the MPA, succeeding George T. Delacorte Jr., vice-chairman of Dell Publishing. B. G. Davis, president of Davis Publications, was named treasurer, replacing Ralph H. Flynn, president of American Salesman Inc.

New directors of the MPA named today were Eugene S. Duffield, president, Popular Science Publishing Co., and Joseph A. Gerardi, exec vp, McGraw-Hill. #

Larsen Gould Delacorte Schaefer Forsberg Dedman

SO I SAID—*Time for relaxing conversation at the Magazine Publishers Assn. convention was found by Roy Larsen, Time Inc.; Bruce Gould, Ladies' Home Journal; George T. Delacorte Jr., Dell Publishing; Carl J. Schaefer, Family Circle; Franklin S. Forsberg and Julien Dedman, Henry Holt & Co.*

Tannenbaum Resigns as Gimbel Ad Head

NEW YORK, Oct. 1—Louis Tannenbaum, director of advertising and sales promotion of Gimbel Bros., New York, and its four branch stores, yesterday became the third executive to resign from the store since June.

The resignation will be effective Nov. 1; it stemmed from a disagreement over personnel and advertising policy, Mr. Tannenbaum told ADVERTISING AGE. He had held the position since March, 1954, when he succeeded Bernice FitzGibbon. Prior to that he had been ad manager for Macy's, New York, for 16 years.

Mr. Tannenbaum has not made known his future plans, and his successor has not been named.

■ The first of the three recent resignations came in June, when Joseph L. Eckhouse announced he would leave as executive head on Sept. 1. On Aug. 7 William B. Gorman announced he was resigning as general manager Aug. 31. #

American Dairy Sets $4,000,000 Campaign for 1960

CHARLOTTE, N. C., Oct. 1—The board of directors of the American Dairy Assn., meeting here last week, approved a $4,000,000-plus advertising campaign for 1960, about the same amount as is being spent this year.

The association has lined up 17 special promotions this year. Besides specific seasonal campaigns for milk, butter, ice cream, cheese and evaporated milk, three special promotions are scheduled: "Let's cook up a cook-in" in January and February through multi-page ads in consumer magazines; "June is Dairy Month" in newspapers and women's service magazines; and "Holiday Time" in November and December in women's service magazines.

The over-all theme of the year's campaign is an appeal to "Mrs. American Homemaker," according to William H. Meyer, advertising committee chairman.

Campbell-Mithun, Minneapolis, is the association's agency. #

NIAA Sets Up New Media Practices Unit; Wilt Is Head

NEW YORK, Oct. 1—A new media practices committee has been set up by the National Industrial Advertisers Assn., under the chairmanship of Harold A. Wilt, associate media director for business publications of J. Walter Thompson Co.

Mr. Wilt is returning to the chairmanship of the committee after a lapse of two years. He headed its activities during the first eight years of its existence and is generally regarded in the business paper field as one of the foremost media specialists in the advertising business (AA, Dec. 16, '57).

After an all-day working session of the new committee, Mr. Wilt said that the NIAA media data form is being revised preparatory to seeking fresh approval for it from the audit bureaus and publishers' organizations. #

Ford's 'Star Time' Cancelations Part of Test Effort: Brown

DEARBORN, MICH., Oct. 2—Ford division's first "Star Time" special (AA, Sept. 28) set for Oct. 6 (NBC-TV) is part of a market research project, but George H. Brown, division marketing research director, declined to reveal the extent of the test, lest the publicity upset the normal viewer and reader patterns under investigation.

It is known that the special was canceled in at least 17 NBC markets, apparently for a test of selling power of tv. Mr. Brown would not say whether the test also includes variations in other media advertising.

At least seven NBC affiliates, originally scheduled and then canceled, were reinstated as a result of efforts by the stations and the network.

COMET TO APPEAR ON M-E-L HORIZON IN '60

DEARBORN, MICH., Sept. 30—Mercury-Edsel-Ford division of Ford Motor Co. today indicated it is ready to ride hard in all directions in search of the automotive consumer dollar in the coming year, revealing it is coming with two additional lines in the small car field, and taking for its slogan "Six for '60."

A new Ford economy car, the Comet, to appear in addition to its previously announced Falcon, will be marketed by the M-E-L division. Also to be offered will be a new English Ford, the Anglea, with strong advertising support to the dealers handling it. This is to be available at once, the Comet not until next spring.

The Comet will be somewhat larger than earlier announced economy cars, with a 114" wheel base, unitized body, a six-cylinder engine and capacity for six passengers. This is about five inches longer in wheel base than the Falcon. No agency assignment was announced for the Comet, but it is understood that the new car will be sold by Mercury dealers, making Kenyon & Eckhardt, the Mercury agency, a logical choice.

■ The M-E-L new car introductory campaign will encompass all of the major media, with a stepped up expenditure, although the amount was not disclosed. Varying emphasis will be placed on the different car lines in accordance with its particular market pattern.

Mercury will spread across the board, with a campaign including radio, television, newspapers and magazines. Edsel, now producing only its Ranger series, will center most heavily on newspaper and national magazine ads. Lincoln will put main emphasis on magazine advertising, with some tv and newspaper space scheduled. Lincoln also will embark on a direct mail campaign to owners of luxury cars.

■ Ford this week announced no increase in any of its car prices for the 1960 models. Mercury is announcing considerable cuts, from $142 to $156 in its lowest priced Monterey models, to stay competitive in the lower realms of the medium-price field.

Ben D. Mills, Ford vp and general manager of M-E-L division, said the customer is more unpredictable now than at any time in recent years, with a wide demand for variety. He said his division is in fine position to meet this demand, with the widest market range in the industry during 1960. Henry Ford II had said earlier that Ford's establishment of a financing company would be an important factor. #

...and, night after night, the Herald-Express tops the sales of every other evening paper in the West! Keep it under your hat—but it's tops for smart advertisers, too!

Largest evening circulation in the West's biggest and best market!
Represented nationally by Moloney, Regan & Schmitt, Inc.

LOS ANGELES HERALD-EXPRESS

$3,650,000

ain't peanuts

Advertisers invested more dollars in the October 3 issue of the Post than in any issue in history—over $3,650,000. That's an advertising-revenue gain of $1,550,000 and a whopping gain of 37 ad pages over the like issue last year. The Post is the fastest-moving, fastest-growing magazine in the general-weekly field. In a nutshell, that's vitality!

A CURTIS MAGAZINE

The Saturday Evening **POST**

Sell the Post-Influentials ...with HI-FREQUENCY Ad Page Exposure!

issue advertisers

ADVERTISER	AGENCY
Ace Comb Company Division American Hard Rubber Co.	E. T. Howard Company
Admiral Corporation	Henri, Hurst & McDonald, Inc.
Aetna Casualty & Surety Company	William B. Remington, Inc.
Allen Bradley Company	Fensholt Advertising Agency, Inc.
Aluminum Company of America	Fuller & Smith & Ross, Inc.
Aluminum Cooking Utensil Co.	Fuller & Smith & Ross, Inc.
America Fore Loyalty Group	Prince & Company, Inc.
American Home Foods, Inc. Division American Home Products Corp.	Young & Rubicam, Inc.
American Telephone & Telegraph Company	N. W. Ayer & Son, Inc.
American Telephone & Telegraph Company	Cunningham & Walsh, Inc.
Anderson, Clayton & Co.	McCann-Erickson, Inc.
Argus Cameras Division Sylvania Electric Products, Inc.	Young & Rubicam, Inc.
Armstrong Rubber Company	Lennen & Newell, Inc.
Arvin Industries, Inc.	Ruben Advertising Agency
Asphalt Institute	Marschalk & Pratt Div. of McCann-Erickson, Inc.
Bermico Division Brown Co.	Noyes & Co., Inc.
Bigelow-Sanford Carpet Co., Inc.	D'Arcy Advertising Co.
Bissell Carpet Sweeper Co.	Leo Burnett Co., Inc.
The Black & Decker Manufacturing Co.	Van Sant, Dugdale & Co., Inc.
Blistex, Inc.	Tower Advertising Agency
The Borden Co.	Young & Rubicam, Inc.
Borg-Erickson Corp.	Fletcher D. Richards, Inc.
Boyle-Midway, Inc., Division American Home Products Corp.	Geyer, Morey, Madden & Ballard, Inc.
Bristol-Myers Company	Young & Rubicam, Inc.
L. L. Bruce Company	Christiansen Advertising Agency, Inc.
Bulova Watch Co.	McCann-Erickson, Inc.
The Cal-Dak Company	The Bogerts, Inc.
Campbell Soup Co.	Batten, Barton, Durstine & Osborn, Inc.
Champion Spark Plug Company	J. Walter Thompson Co.
Chanel, Inc.	Norman, Craig & Kummel
Chevrolet Motor Division General Motors Corp.	Campbell Ewald Co.
Colgate-Palmolive Co.	Ted Bates & Co., Inc.
Cooper's Incorporated	Henri, Hurst & McDonald, Inc.
Corning Glass Works	N. W. Ayer & Son, Inc.
De Beers Consolidated Mines, Ltd.	N. W. Ayer & Son, Inc.
Dormeyer Corporation	John W. Shaw Advertising, Inc.
The Duncan Coffee Co.	Clay Stephenson Associates, Inc.
Eastern Products Corp.	S. A. Levyne, Co.
Eastman Kodak Company	J. Walter Thompson Co.
S. M. Edison Chemical Company	Stern, Walters & Simmons, Inc.
Edison Electric Institute	Fuller & Smith & Ross, Inc.
Ekco Products Company	Dancer-Fitzgerald-Sample, Inc.
Electric Auto-Lite Co.	Grant Advertising, Inc.
Esso Standard Oil Company	McCann-Erickson, Inc.
Firestone Tire & Rubber Co.	Campbell Ewald Co.
Florsheim Shoe Company	Gordon Best Company, Inc.
Four Roses Distillers Co.	Young & Rubicam, Inc.
Fram Corporation	Marschalk & Pratt Div. of McCann-Erickson, Inc.
Gamble-Skogmo, Inc.	Batten, Barton, Durstine & Osborn, Inc.
General Electric Co.	Maxon, Inc.
General Electric Co.	Young & Rubicam, Inc.
General Electric Co. Lamp Division	Batten, Barton, Durstine & Osborn, Inc.
General Electric Co. Major Appliance Division	Young & Rubicam, Inc.
General Insurance Company of America	Cole & Weber
General Mills, Inc.	Dancer-Fitzgerald-Sample, Inc.
General Telephone & Electronics Corp.	Kudner Agency, Inc.
General Tire & Rubber Company	D'Arcy Advertising Company
Glenbrook Laboratories Sterling Drug Co.	The Thompson-Koch Co., Inc.
B. F. Goodrich Tire Co. Div. of B. F. Goodrich	Batten, Barton, Durstine & Osborn, Inc.
Gould-National Batteries, Inc.	E. T. Holmgren, Inc.
Hamilton Cosco, Inc.	Caldwell, Larkin & Sidener-Van Riper, Inc.
Hammond Organ Co.	Young & Rubicam, Inc.
Hart Schaffner & Marx	Batten, Barton, Durstine & Osborn, Inc.
Hartford Fire Insurance Co. Group	Marschalk & Pratt Div. of McCann-Erickson, Inc.
Hiram Walker, Inc. & Affiliated Co.	Foote, Cone & Belding
Hoffman Electronics Corporation	Honig-Cooper, Harrington & Miner
Hudson Vitamin Products	Pace Advertising Agency, Inc.
Inland Mfg. Co.	Bozell & Jacobs, Inc. (Nebraska)
Insurance Company of North America	N. W. Ayer & Son, Inc.
International Harvester Company Motor Truck Division	Young & Rubicam, Inc.
Kelly Springfield Tire Co.	Compton Advertising Agency
Kentile, Inc.	Benton & Bowles, Inc.
Kohler Co.	Roche, Rickerd & Cleary, Inc.
Kyanize Paints, Inc.	F. P. Walther, Jr., & Associates, Inc.
Landers, Frary & Clark	Goold & Tierney, Inc.
Lewis-Howe Co.	McCann-Erickson, Inc.
The Lowrey Organ Company Division Chi. Musical Instrument Co.	J. Walter Thompson Company
Mass. Mutual Life Insurance Co.	J. Walter Thompson Company
The Middishade Co., Inc.	The S. A. Levyne Company
Miles Laboratories, Incorporated	Geoffrey Wade Advertising
Minnesota Mining & Manufacturing Company	Erwin Wasey, Ruthrauff & Ryan, Inc.
The Moss Company	Hanford & Greenfield, Inc.
National Automotive Parts Association	Caldwell, Larkin & Sidener-Van Riper, Inc.
National Gypsum Company	Batten, Barton, Durstine & Osborn, Inc.
National Retail Hardware Association	Fuller & Smith & Ross, Inc.
National Steel Corporation	Campbell Ewald Company
The New England Mutual Life Insurance Co.	Batten, Barton, Durstine & Osborn, Inc.
Nicholson File Co.	N. W. Ayer & Son, Inc.
Northern Paper Mills Marathon Division American Can Co.	Young & Rubicam, Inc.
Nunn-Bush Shoe Company	Goold & Tierney, Inc.
Occidental Life Insurance Co. of America	Stromberger, La Vene, McKenzie
Oldsmobile Division General Motors Corp.	D. P. Brother & Company
Olin Mathieson Chemical Corp.	D'Arcy Advertising Company
Otto Bernz Company, Inc.	Marschalk & Pratt Div. of McCann-Erickson, Inc.
Owen Illinois Glass Co.	J. Walter Thompson Co.
The Parker Pen Co.	Tatham-Laird, Inc.
Pennzoil Division South Penn Oil Company	Fuller & Smith & Ross, Inc.
Perfect Circle Corp.	Henri, Hurst & McDonald, Inc.
Philco Corporation	Batten, Barton, Durstine & Osborn, Inc.
Plumb, Fayette R., Inc.	J. Robert Mendte, Inc.
Pontiac Motor Division General Motors Corp.	MacManus, John & Adams, Inc.
Publicker Distillers Products, Inc.	Ellington & Company
The Pure Oil Company	Leo Burnett Company, Inc.
Quaker State Oil Refining Corp.	Kenyon & Eckhardt
Research Products Corporation	Ralph Timmons, Inc.
R. J. Reynolds Tobacco Company	William Esty Co., Inc.
Robertshaw-Fulton Controls Co.	The McCarty Company
Savings Banks Association of the State of N. Y.	Benton & Bowles, Inc.
The F. & M. Schaefer Brewing Co.	Batten, Barton, Durstine & Osborn, Inc.
The Scholl Manufacturing Company, Inc.	Donahue & Coe, Inc.
J. A. Sexauer Manufacturing Co., Inc.	Lawrence Peskin, Inc.
Shwayder Brothers, Inc.	Grey Advertising Agency, Inc.
Simpson Timber Company	Lennen & Newell, Inc.
Speedry Products, Inc.	Delroy, Inc.
Standard Brands, Inc.	Ted Bates & Co., Inc.
The Stanley Works	Wilson, Haight, Welch & Grove, Inc.
State Fair of Texas	Taylor Norsworthy, Inc.
State of Florida	George Evans Company
Suburban Appliance Co.	Eleda Advertising Co., Inc.
Swift & Company	McCann-Erickson, Inc.
Sylvania Electric Products, Inc. Lighting Div.	J. Walter Thompson Co
Tampax, Inc.	McCann-Erickson, Inc.
Texaco, Inc.	Cunningham & Walsh, Inc.
Texize Chemicals, Inc.	Henderson Advertising Agency
Thrifticheck Service Corp.	Davis, Parsons & Strohmier, Inc.
Union Electric Co.	Gardner Advertising Co.
Union Pacific Railroad Company	The Caples Company
United States Tobacco Co.	C. J. LaRoche & Co., Inc.
Vernell-Thompson Candy Co.	Martin & Tuttle, Inc.
Visking Company Food Casings Div.	Edward H. Weiss & Company
Vu-Lighter Division Scripto, Inc.	Al Paul Lefton Co., Inc.
Water Master Co.	Miller Advertising Agency, Inc.
Wen Products, Inc.	Burton Browne Advertising
Whitehall Laboratories Division American Home Products Corp.	John F. Murray Advertising Agency
Stephen F. Whitman & Son, Inc.	N. W. Ayer & Son, Inc.
Willard Storage Battery Co.	Meldrum & Fewsmith, Inc.
The Wiremold Company	The Charles Brunelle Company
The Wooster Rubber Co.	Dancer-Fitzgerald-Sample, Inc.

The Editorial Viewpoint . . .

Cooperative Work on Co-op

George B. Travis, vp of National Assn. of Food Chains, writes us that he has followed the articles and editorials on co-op advertising in these pages with a great deal of interest, and says that a great deal more progress has been made "to make cooperative advertising fulfill its function as an important merchandising tool for both manufacturers and retailers than many recognize."

As evidence to prove his point, he sends us a report of a joint meeting of his association's committee on co-op advertising with a similar committee from the Grocery Manufacturers Assn.

With this report we have no quarrel. The two committees spent a full day discussing the subject of co-op advertising, and we have no doubt that the subject was given a thorough airing, and that meetings of this type can be extremely useful in helping to clarify the issues and ultimately solve the problems. But the report of the meeting makes it clear that the problems are by no means solved yet.

About all that the two committees could agree on were general statements, not too far from platitudes and noble sentiments, like this paragraph:

"Advertising or promotional credits should be used for the specified purposes and in the specified manner. Manufacturers, in order to prevent discrimination as between their customers have a duty to require full performance under the contract; likewise, top level management in distribution should be assured that their policy of full compliance is understood by all concerned in their respective organizations."

If this were the case, instead of merely the wished-for ideal, there would be very few problems indeed in the co-op area. The point is that it is not the case; that a worthy promotional and advertising instrument—the cooperative advertising allowance—has been and is being misused; and that in many cases it is no longer advertising in any sense, but merely a price concession politely but not effectively disguised.

Because this is the case, it is encouraging to know that retailers and manufacturers, in the food field at least, are sitting down amicably to discuss the problem. We hope they will continue to do so, and that they will ultimately hammer out some rules of procedure which will win general favor in the field.

Murray E. Crain: An Appreciation

With the passing of Murray E. Crain on Sept. 20, Advertising Age suffered an irreplaceable loss. Because of poor health, he had not been fully active for a number of years, although he was in the office regularly until a week or so before his death.

As the first managing editor of Advertising Age when the publication was founded in 1930, Murray Crain played a role of great importance in the development of the publication. It was he, with his professional newspaper background and sturdy adherence to the best journalistic standards, who set the fledgling publication on the way it has so persistently followed through the years—reporting the news fully and completely, in sprightly fashion, with about as little fear and favor as is humanly possible.

In a very real sense, he was a pioneer in business journalism. Advertising Age did not originate the formula of the weekly business newspaper, but it was among the early exponents of this form, and its journalistic standards and evident success encouraged many imitators in a wide variety of business fields. To the business news pattern itself, and especially to its presentation in truly professional style, Murray Crain made major contributions.

A facile, rapid writer with a sharp tongue and a full supply of cynicism, he came closer than most business journalists to the classic pattern of the old newspaper man. He was the kind of soft-hearted guy who covered up by acting tough, hard-bitten, irascible. He could come close, in one minute, to qualifying for a lead role in "The Front Page," and two minutes later give his last $5 to the first panhandler who hit him for a nickel for a cup of coffee.

Those of us who worked with Murray through the years will miss him. He helped mightily to point the way for all who followed after.

Gladys the beautiful receptionist

—W. H. Alexander, Coca-Cola Co., New York

"He says that the trouble with the client is that he is a man who thinks for himself."

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

What They're Saying . . .

Agency's Marketing Role

We interpret marketing as that phase of a client's business concerned with all data and decisions relating to the sale of his products—pricing, packaging, distribution, new product planning, sizes, types, discounts, incentives, representation, inventories, etc. The extension of the agency's role from responsibility for advertising, solely, to embrace marketing in the broader concept is a growing trend which must be recognized.

While we don't believe any client should ever surrender responsibility for marketing policy and decisions, we consider it to be the agency's responsibility to provide a competent marketing facility that can function independently of the client's own staff yet in close liaison with it. In this posture it can serve importantly as a crucible for the development and evaluation of new marketing concepts, a sounding board for the client's own marketing intelligence and an informed emergency source that can be called upon when marketing problems develop that need task force treatment.

In the past our ability to maintain an independent marketing viewpoint with perspective as well as the freedom to initiate marketing projects for a client, completely on our own, has resulted in significant contributions to our clients' volume and position. Two high-speed IBM tabulating machines, of a type few clients could justify, were ordered by us early this year and will be installed this fall for use in marketing research and media evaluation—further evidence of our interest in and growing capacity to contribute productively in the marketing area.

—"What's New," external publication of Kastor, Hilton, Chesley, Clifford & Atherton, New York.

No Polysyllabicism, Please

Gilbert Keith Chesterton said, "Dignity is the last resort of mediocrity." Dignity is close to pomposity. And pomposity always breeds polysyllabicism. And polysyllabicism results in obscurity. So you don't get through—and nobody knows what you're talking about. Even the smart P. T. Barnum, after his show was over one night, said, "The festivities have come to a conclusion." Nobody moved. He repeated his words. Still nobody moved. Then he said, "It's all over. Go on home." Everybody went.

—Bernice Fitz-Gibbon in Profit Parade, supplement of Haire Publications, New York.

Rough Proofs

Clupak, the story says, is a new "stretch" paper developed by Cluett, Peabody and West Virginia Pulp & Paper Co., and wouldn't it be wonderful if they started making money out of it.

•

They're still playing baseball, but the leaves are beginning to fall and the big campaigns for antifreeze are rapidly getting under way.

•

S. I. Hayakawa, the eminent semanticist, says advertising's chief objective is to produce "the dissatisfied man."

And if advertising fails, he has a dissatisfied wife who will perform the same function.

•

These are the days that try men's souls, especially when members of local chapters of national associations begin to mutter ominously, "What are we getting for our money?"

•

"Are our family doctors good enough?" asks *Coronet*.

What with more and more specialties and more and more specialists, it isn't always easy to find one.

•

Some railroads have given up on passenger traffic, but the Texas & Pacific has made its service so flexible and interesting that it's reporting increases in volume.

Seems there's more than one way to run a railroad.

•

"Do all your figuring before you merge," Kenneth Groesbeck advises advertising agencies.

If you marry in haste, chances are good you'll repent at leisure.

•

"McCann enters Australia," the headline says.

The sun may now set occasionally on the British Empire, but not on the far-flung marketing operations of American companies and their advertising agencies.

•

"Just wear a smile and a Jantzen" is the slogan for the new campaign.

And since a lot of the Jantzens are "bold Bikinis," a great deal of reliance will be placed on the smile.

•

"Nobody ever scored calling signals," remarks the *Forum*.

But with the lonesome end far, far away from the huddle, anything can happen.

•

Seymour Banks says media should prove more than "circumstantial evidence" regarding their audiences and readership.

Looks as if advertisers will continue to use premiums and contests.

•

Casey Stengel's future in baseball must still be considered secure, since advertisers are paying him real money to provide testimonials for their products.

Copy Cub.

FOR THE LIFT YOU LIKE IN FOOD SALES

Now, a Weekend Food Guide greets The Inquirer's 667,000 women readers, every Thursday

It happens every Thursday . . . hundreds of thousands of women eagerly reach for a new section that's devoted exclusively to FOOD.

The lift-out Weekend Food Guide, printed in color and black and white, spotlights food features for the planning, buying and preparing of better family meals. And women love it!

Of course, the food ads—your food ads—have a powerful effect on their buying.

To put *your* brand in this happy atmosphere, schedule The Inquirer's Weekend Food Guide. You'll like the lift in sales.

For all facts and figures, send for the extract of "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.

The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838

CHICAGO
EDWARD J. LYNCH
20 N. Wacker Drive
Andover 3-6270

DETROIT
RICHARD I. KRUG
Penobscot Bldg.
Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilshire Boulevard
Dunkirk 5-3557

CATCH THEM IN THE ACT

Your advertising in American Home catches 12,000,000 home-minded men and women in the act of planning their buying. When they're building, remodeling, redecorating; when they're selecting their appliances, their furnishings, their gardening tools; when they're planning tonight's dinner or Saturday's party...they rely on American Home for the exciting, practical, stimulating ideas they can use NOW.

CATCH THEM IN AMERICAN HOME

A CURTIS MAGAZINE READ BY 3,600,000 FAMILIES WITH A CONSUMING INTEREST IN THE HOME

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN

for Service

to his Government

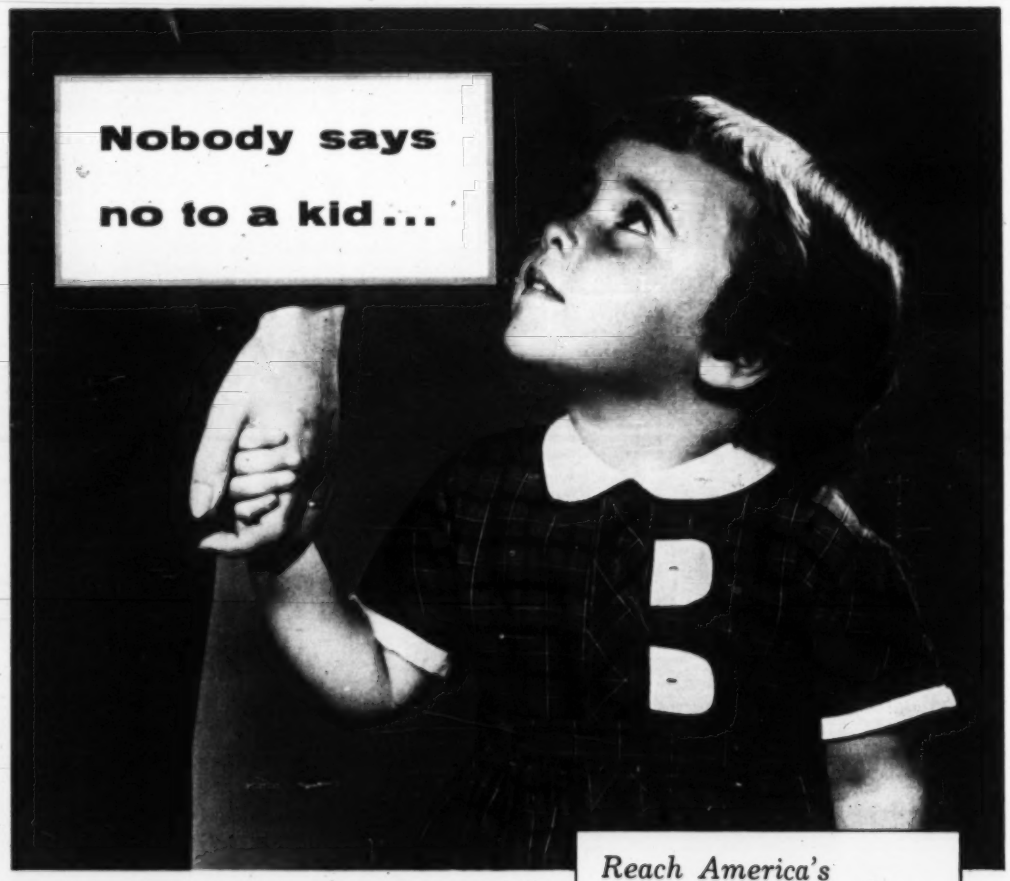
Backing up a great government such as ours is a large and dedicated group of men. Among such men is Jack W. Herbstreit, Chief of the Tropospheric Propagation Research Section, National Bureau of Standards. To him goes this year's *Harry Diamond Memorial Award* "for original research and leadership in radio-wave propagation." IRE is happy to honor Mr. Herbstreit and all the other fine, outstanding men in government service.

And behind the cold statistics of the 67,369 (ABC) circulation Proceedings now enjoys, are 54,557 **professionally qualified men** plus 12,812 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles



As a prime mover of consumer goods, few forces equal the power of children.

What they want and need—parents BUY!

Naturally, the more children—the more goods their parents can be sold.

Catholic families have MORE children. An average family unit of 4.69 persons compared with only 3.61 for the U. S. in general.

There's one sure, selective way to reach this heavy-spending market: Advertise what you have to sell in the national Catholic weeklies that reach America's biggest families—Sunday after Sunday! Use the selling power of the OUR SUNDAY VISITOR-REGISTER UNIT. One test will convince!

Reach America's Biggest Families . . .

THE FIRST

of the

BIG SPENDERS!

GET THIS FREE BOOK!

"The First of the Big Spenders" is packed with facts about the size, age levels, incomes and other significant data on the huge Catholic family market in America. Write for your copy today. No obligation, of course.

OUR SUNDAY VISITOR - REGISTER UNIT

21.8% COVERAGE OF THE ENTIRE U. S. CATHOLIC MARKET

Represented nationally by
C. D. BERTOLET & COMPANY, INC.
CHICAGO-30 N. Dearborn St./CEntral 6-8481 • NEW YORK-10 E. 39th St., Room 519/Lexington 2-8188

Getting Personal

Ruth Waldo, who retired last month as head of the woman's copy group at J. Walter Thompson Co., New York, plans to tour Africa next year "to investigate the work being done by the Quakers in bettering race relations." Long active in Quaker work, she is a past president of the New York Friends Center—and also the first woman to be elected a vp at JWT . . . Also retiring is **Bertha C. Prestler**, assistant secretary of Storer Broadcasting Co., Miami. Miss Prestler joined the company 31½ years ago as the company's third employe. She plans to spend her time relaxing in her Ft. Lauderdale home and in traveling . . .

Harry A. Batten, chairman of N. W. Ayer & Son, has sold his Rosemont, Pa., home to Bryn Mawr College for $150,000. It will be used as a dormitory . . . **Bob Foreman**, vp of BBDO and author of "The Hot Half Hour," has been elected to the board of trustees of the American Shakespeare Festival Theater & Academy, Stratford, Conn. . .

Albert Koehl, president of Koehl, Landis & Landan, New York, now on a tour of the Far East, will act as an international courier for his client, Peters, Griffin, Woodward, when he arrives in Bangkok. He'll hand-deliver a copy of PGW's Spot TV Cost Yardstick to **Chatrasobhon Svasti**, manager of the Chatra Advertising Ltd., who saw the yardstick advertised in AA and wrote in for one . . .

Samm S. Baker of Donahue & Coe, writer of ads and mystery stories, spends his Tuesday evenings lecturing on "Plotting the Mystery Story" for the Mystery Writers of America. He's using the ad presentation flip-easel method . . .

TROPHY TALK—*Beatrice Adams, vp of Gardner Advertising Co., St. Louis, was given an "advertising cum laude" trophy for her many contributions to advertising by the Advertising Club of Grand Rapids. Phillip A. Stirdivant Jr., club vp (right), and William Swietlik, program chairman, made the presentation.*

Despite borrowed clubs and his first time on the course, **Eugene W. MacMillin**, general sales manager of *The Saturday Evening Post*, won the 32nd annual golf tournament sponsored by Oneida Silversmiths at Oneida, N. Y. His score: 78. **Henry Flower**, vice-chairman of J. Walter Thompson, won a sudden-death playoff with **Edward A. Daly**, *Life* sales representative, the two being tied for second low gross with scores of 85. First low net was won by **Otto G. Schaefer**, vp of Meredith Publishing, with second honors going to **John Richardson** of *Living for Young Homemakers*. And when Oneida's annual "zany" trophies were handed out, **Harold Clark**, vp of Dell Publishing, wound up with the Blurred Vision Niblick; **Maurice Gould**, general sales manager of *Ladies' Home Journal*, was awarded the 19th Hole Golfer, and **Christopher Dunne**, sales representative of *McCall's*, won the Gillygaloo Bird . . .

Adolph Toigo, president of Lennen & Newell, is starting his second term as chairman of the advertising industry's campaign for the Joint Defense Appeal . . . **William Horwitz**, vp of Station WELI, New Haven, has been elected chairman of the Connecticut state board of education . . .

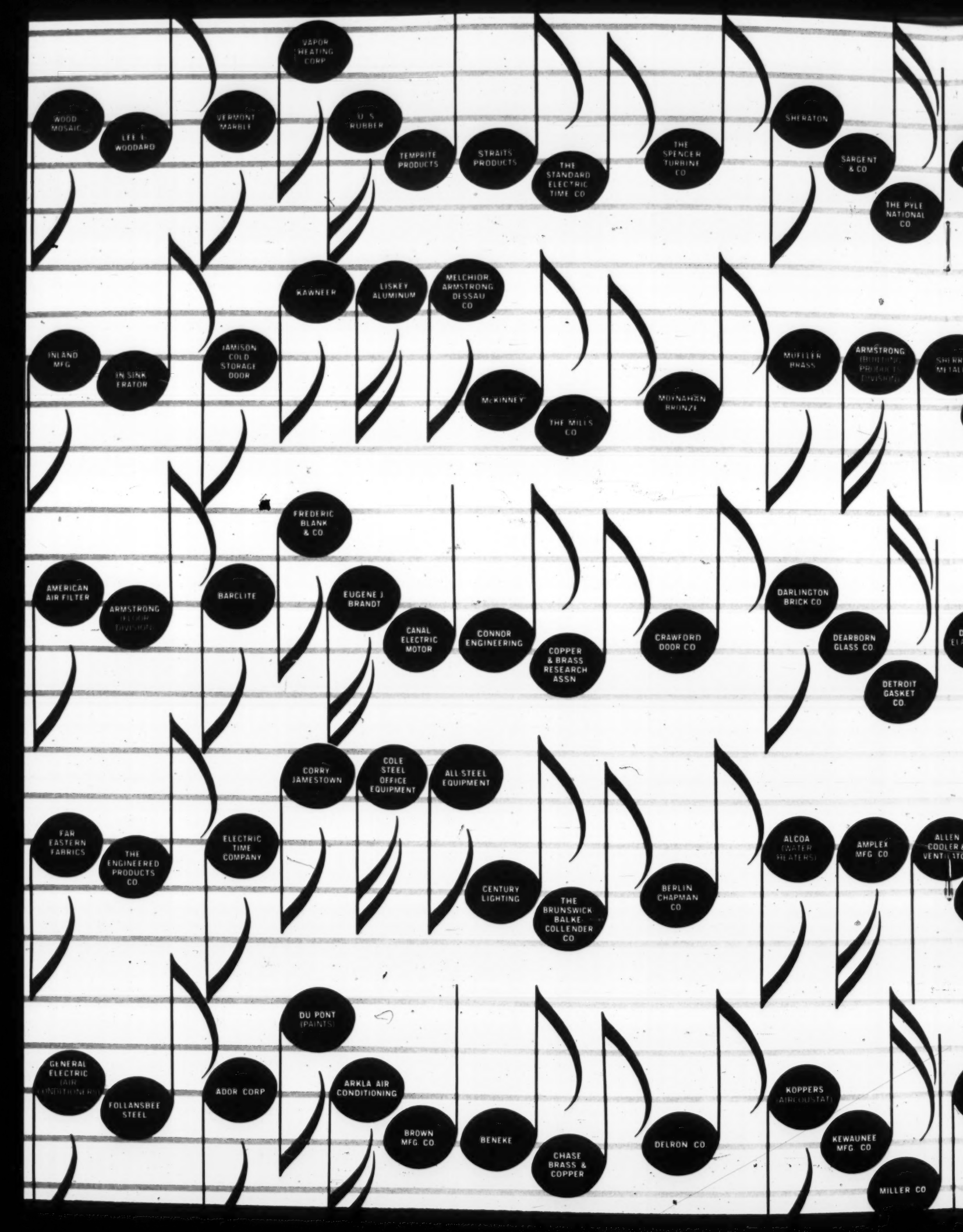
The people of NBC-TV are becoming more and more "specials-minded" these days (the network has some 200 such shows scheduled this season). Instead of asking for the menu in a mid-town restaurant the other day, **John McClane** of the press department, asked the waiter what his "specials" were . . .

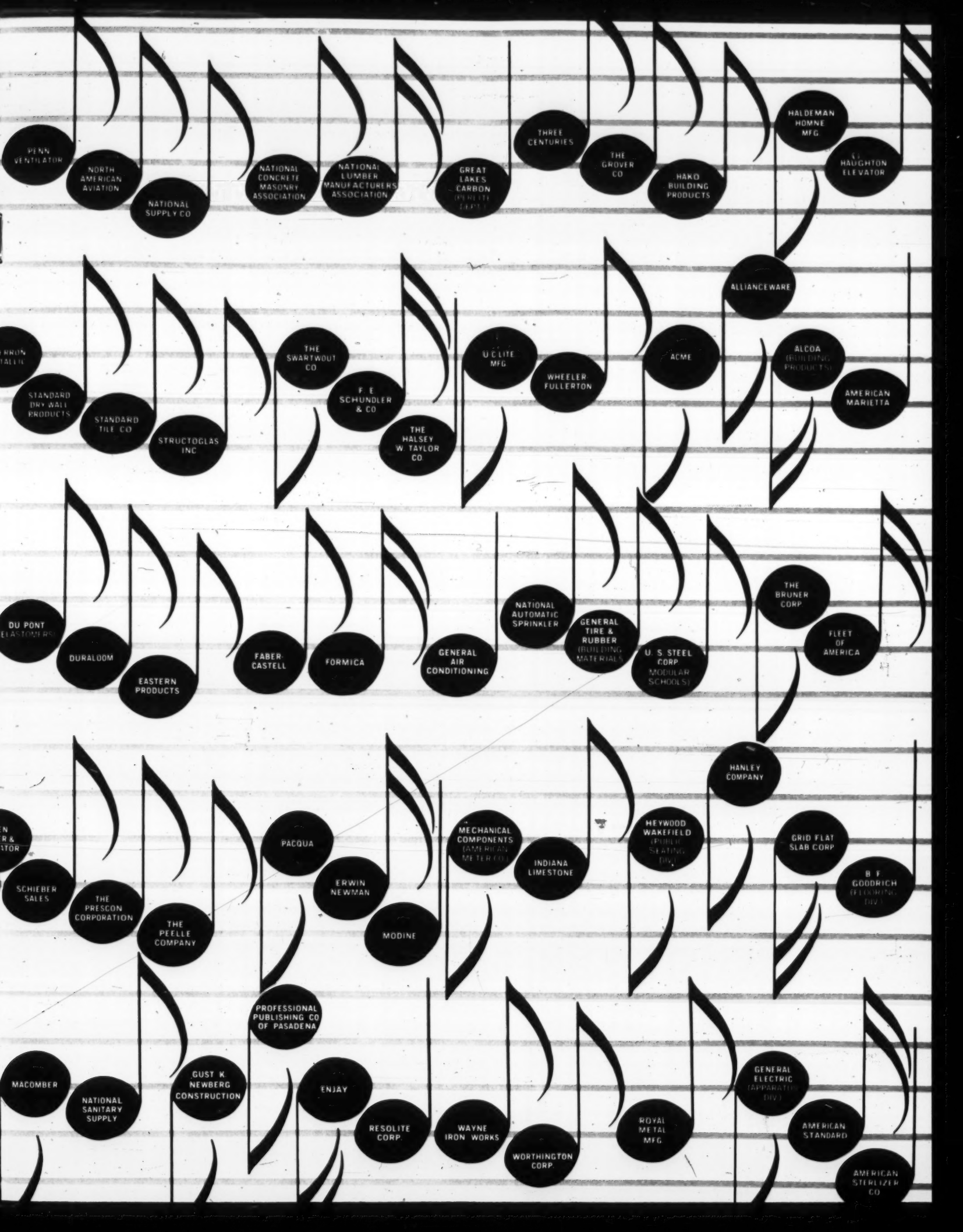
Sanford S. Clark, Grant Advertising vp and account exec was operated on Sept. 22 for a circulatory condition. He expects to be recuperating through the better part of this month . . . And elsewhere in the medical mending department, pr man **Edward Gottlieb** was the center of attraction Sept. 23 at a party celebrating his agency's 12th anniversary. Ed, back on the job though still in a wheelchair and sporting bandages on both legs, was one of the few survivors of the American Airlines crash in New York last February . . . **Herbert C. Rice**, president of WILI, Willimantic, Conn., is recuperating from chest injuries received in a car accident . . . Another car smash-up, near Quebec City, hospitalized **Edith Walker** of the Book-of-the-Month Club and **Edith Drey** of Walter Drey Inc. with a broken hip and a broken kneecap respectively. They were enroute home from the Direct Mail Advertising Assn. convention in Montreal . . .

Mike Rider, premium buyer at Ted Bates & Co., New York, was married to Sheila McCue of Gloucester, Mass., early in September. After a "flying honeymoon" in Europe, he returned to take on additional duties as a marketing executive . . .

Don Marschner, manager of the sales promotion advertising department of Shell Oil Co., was honored for 30 years of service at a company luncheon the end of September . . . **Francine Raczely**, personnel director of National Television Monitor, and **Rodney C. Abrams** of ABC, will be married in April . . .

118 new advertisers make sweet music in FORUM


VAPOR HEATING CORP
WOOD MOSAIC
LEE B WOODARD
VERMONT MARBLE
U S RUBBER
TEMPRITE PRODUCTS
STRAITS PRODUCTS
THE STANDARD ELECTRIC TIME CO
THE SPENCER TURBINE CO
SHERATON
SARGENT & CO
THE PYLE NATIONAL CO
KAWNEER
LISKEY ALUMINUM
MELCHIOR, ARMSTRONG DESSAU CO
INLAND MFG
IN SINK ERATOR
JAMISON COLD STORAGE DOOR
McKINNEY
THE MILLS CO
MOYNAHAN BRONZE
MUELLER BRASS
ARMSTRONG
FREDERIC BLANK & CO
AMERICAN AIR FILTER
ARMSTRONG
BARCLITE
EUGENE J BRANDT
CANAL ELECTRIC MOTOR
CONNOR ENGINEERING
COPPER & BRASS RESEARCH ASSN
CRAWFORD DOOR CO
DARLINGTON BRICK CO
DEARBORN GLASS CO
DETROIT GASKET CO
CORRY JAMESTOWN
COLE STEEL OFFICE EQUIPMENT
ALL STEEL EQUIPMENT
FAR EASTERN FABRICS
THE ENGINEERED PRODUCTS CO
ELECTRIC TIME COMPANY
CENTURY LIGHTING
THE BRUNSWICK BALKE COLLENDER CO
BERLIN CHAPMAN CO
ALCOA
AMPLEX MFG CO
DU PONT
GENERAL ELECTRIC
FOLLANSBEE STEEL
ADOR CORP
ARKLA AIR CONDITIONING
BROWN MFG CO
BENEKE
CHASE BRASS & COPPER
DELRON CO
KOPPERS
KEWAUNEE MFG CO
MILLER CO


PENN VENTILATOR
NORTH AMERICAN AVIATION
NATIONAL SUPPLY CO
NATIONAL CONCRETE MASONRY ASSOCIATION
NATIONAL LUMBER MANUFACTURERS ASSOCIATION
GREAT LAKES CARBON
THREE CENTURIES
THE GROVER CO
HAKO BUILDING PRODUCTS
HALDEMAN HOMME MFG
S.J. HAUGHTON ELEVATOR
STANDARD DRY WALL PRODUCTS
STANDARD TILE CO
STRUCTOGLAS INC
THE SWARTWOUT CO
F. E. SCHUNDLER & CO
THE HALSEY W. TAYLOR CO
U.C.LITE MFG
WHEELER-FULLERTON
ACME
ALLIANCEWARE
ALCOA (BUILDING PRODUCTS)
AMERICAN MARIETTA
DU PONT (ELASTOMERS)
DURALOOM
EASTERN PRODUCTS
FABER-CASTELL
FORMICA
GENERAL AIR CONDITIONING
NATIONAL AUTOMATIC SPRINKLER
GENERAL TIRE & RUBBER (BUILDING MATERIALS)
U. S. STEEL CORP (MODULAR SCHOOLS)
THE BRUNER CORP.
FLEET OF AMERICA
SCHIEBER SALES
THE PRESCON CORPORATION
THE PEELLE COMPANY
PACQUA
ERWIN NEWMAN
MODINE
MECHANICAL COMPONENTS (AMERICAN METER CO.)
INDIANA LIMESTONE
HEYWOOD WAKEFIELD (PUBLIC SEATING DIV.)
HANLEY COMPANY
GRID FLAT SLAB CORP
B. F. GOODRICH (FLOORING DIV.)
MACOMBER
NATIONAL SANITARY SUPPLY
GUST K. NEWBERG CONSTRUCTION
PROFESSIONAL PUBLISHING CO OF PASADENA
ENJAY
RESOLITE CORP.
WAYNE IRON WORKS
WORTHINGTON CORP.
ROYAL METAL MFG.
GENERAL ELECTRIC (APPARATUS DIV.)
AMERICAN STANDARD
AMERICAN STERLIZER CO

Ta-Ra-Ra Boom-Der-É
The FORUM's on its way

316 building product and equipment manufacturers advertised in Architectural FORUM in the first nine months of 1959. Of these, 118 were new to FORUM's pages.

Why FORUM?

Building professionals have always made FORUM their first choice through their subscription checks. As a result, FORUM enjoys not only the biggest (60,000) but for the past five years, the *only* growing circulation in its field.

Now more and more building product and equipment advertisers are following the steady and increasing trend to FORUM set by its subscribers.

FORUM delivers the entire specifying and buying power of the building industry.

Where the interest is—
the results are . . . in FORUM

Cone Urges Toy Makers to Use Non-Yule Selling

Agency Head Recalls Bairns Have Birthdays Throughout Calendar

CHICAGO, Sept. 29—A top adman has warned toy manufacturers that their annual marketing pattern—concentration of sales effort around Christmas and heavy reliance on an aggregate budget of $4,000,000 in tv—"may be more expedient than planned" and is operating against the trend of success in today's marketing.

Fairfax M. Cone, chairman of Foote, Cone & Belding's executive committee, told a midwestern regional conference of the Toy Manufacturers of the U.S.A. that he believes "most toys are bought rather than sold" and that if this continues, "then the toy business can only prosper against all the rules for success that I know."

■ Toys are widely regarded as luxuries, he said, and "the occasions when people seek out anything but vital necessities, or necessities for special occasions, are far too few." And when they do arise, he observed, the toy maker must compete with other pleasure items—cameras, candy, phonograph records, books, movies and other entertainment.

"I have a hunch," he said, "that your Christmas tv advertising may be fine competitively—and worth very little industrywise." He pointed out that this advertising "does nothing to sell toys for birthdays in April and May or in August or September. This requires advertising in April and May and in August and September."

By way of better planned advertising, Mr. Cone urged the toy makers to work more "in partnership" with their retailers, providing better merchandising support and cooperative advertising.

■ Mr. Cone also urged the toy makers to reconsider cooperative advertising. "I know this has been attempted," he said, "and, presumably, the results have not been up to expectations.

"But maybe it wasn't done right. Maybe it just wasn't done enough or at the right time. In any event," he said, "I think you should reconsider it."

"The thing that you will have to work out, not only among your members but also with your retailers, is a plan to *sell* toys, week in and week out, every month of the year, and not wait for people to come for them.

"The creative genius and skills that make these toys surely are enough to create new ways and new reasons for selling them. Basically," Mr. Cone went on, "you are selling lasting thrills and happiness, and your market is people, young and old, who want them all constantly."

■ Louis D. Cheskin, director of the Color Research Institute, warned the toy makers to be on guard against these 12 "fallacies" he said are popular in the business world today:

- A big enough ad budget can sell anything.
- A big promotion campaign is needed to make a product a marketing success.
- The logotype used for a company's name has no marketing importance.
- A package is merely a physical container.
- People can tell you why they buy a product.
- People can tell where they saw the product advertised.
- Management people can tell how average consumers will react to a product.
- Marketing research cannot be as scientific as physics.
- Effective advertising is the kind that can be easily recalled.
- Consumers buy only because of status seeking.
- Hard sell leads to increased buying.
- The nation's marketing situation hasn't changed in the past two years.

■ The toy industry is looking for a 1959 volume of about $1.6 billion—a gain of 9% to 12% over the 1958 volume of $1.4 billion, according to a spokesman for the toymaking group.

He said that toy imports, which last year accounted for about 5% of the U.S. toy market, are not yet a serious threat to U.S. manufacturers. But he said the imports, most of them from Japan, may account for as much as 6% of the market in 1959 or 1960.

The toy industry's advertising is heavily concentrated in tv, he said, because it reaches children who can't read and reaches them usually when they're with their parents, the buyers. The whole industry spent about $4,000,000 in tv in 1958, he said, and will spend about $9,000,000 in 1959.

Most of the industry's optimism about its prospective volume in the next decade, he said, is predicated on the anticipation of 70,000,000 "toy age" (1 through 14 years) children in the U.S. population within the next decade. #

MANHATTAN'S DISTINGUISHED APARTMENT RESIDENCE
IN THE AREA OF ACHIEVEMENT OFF THE UNITED NATIONS PLAZA
SUN DECK
ROOF GARDEN
TERRACES
333 EAST 46th STREET / NOW RENTING
20 Stories and Penthouse / 2 to 6 Rms. / Rental Office on the site / Open Daily and Sundays, 10:00 A.M. to 7:00 P.M. / MUrray Hill 2-0925 / From $155
Rental Agent: CHARLES H. GREENTHAL CO., INC.
20 East 46th Street / MUrray Hill 7-7070

1st ... In Quality, Too!

STATE AND NATIONAL FIRSTS

General Excellence	8
Typography	5
Promotion	3
Spot News Picture	3
Classified Typography	3
Editorial Page	3
Front Page	2
Sports Page	2
Women's Page	1
Special Edition	1

We've often talked about fast-growing Metropolitan San Jose and the top coverage provided by the Mercury and News.

Perhaps one of the reasons why the Mercury and News have been so successful is their consistent record of journalistic achievement – as attested by the more than 30 First Place awards won in State and National competition in the last dozen years.

That's why we say if you're looking for an Up-and-Coming Billion Dollar Market served by quality newspapers, remember . . .

You COVER San Jose ONLY with the

Mercury and News

Represented Nationally by Ridder-Johns, Inc.

Write Box 364 for your free copy of "Say . . . what about San Jose?" (Vol. II)

Member of Metro Sunday Comic Network

With Parade, too!

JOHNNY

STARRING ACADEMY AWARD WINNER

EDMOND

MIDNIGHT

TENSE . . . TERSE . . . TERRIFIC

39 ALL NEW FIRST RUN HALF HOURS AT A DRAMATIC NEW TEMPO . . .

Here's mystery at midnight, action and adventure at the crossroads of the world! With TIMES SQUARE and the intriguing backstage world of BROADWAY as the setting, famed producer Jack Chertok exploits a unique concept of actor-turned-detective to give this newest of thrillers an incomparable twist. The actor — ACADEMY AWARD WINNER EDMOND O'BRIEN . . . in a series that is already the talk of TV. Better see it!

PRE-SOLD IN 26 MARKETS, 19 STATES, TO BALLANTINE BEER (VIA WM. ESTY AGENCY)

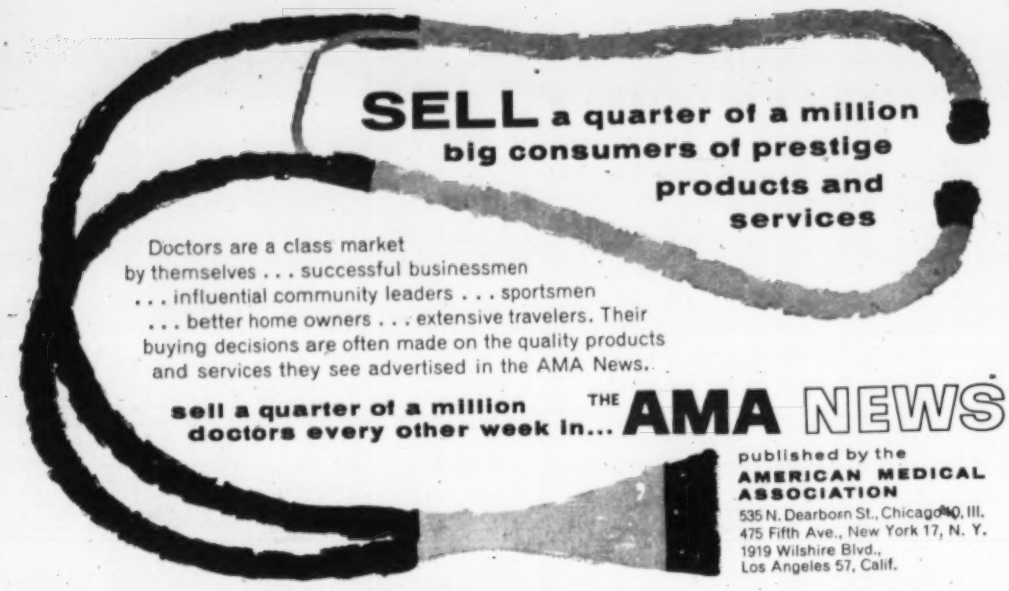
Now available for local and regional sponsors

Produced by **JACK CHERTOK**

mca

TV FILM SYNDICATION

O'BRIEN


SELL a quarter of a million big consumers of prestige products and services
Doctors are a class market by themselves . . . successful businessmen . . . influential community leaders . . . sportsmen . . . better home owners . . . extensive travelers. Their buying decisions are often made on the quality products and services they see advertised in the AMA News.
sell a quarter of a million doctors every other week in... THE AMA NEWS
published by the AMERICAN MEDICAL ASSOCIATION
535 N. Dearborn St., Chicago 10, Ill.
475 Fifth Ave., New York 17, N. Y.
1919 Wilshire Blvd., Los Angeles 57, Calif.

Young Promotes Smith

E. A. (Ted) Smith, formerly a radio account executive in the New York office of the Adam Young Cos., has been named manager of the Detroit office of the radio-tv representative company, replacing R. John Stella, who has been transferred to the Chicago office as head of Young Television Corp.

Colgate Dedicates Lab

Colgate-Palmolive Co., New York, has dedicated a new biological research laboratory at New Brunswick, N.J. It is a one-story 11,000 square foot facility located on the Raritan river near Rutgers University.

New Rates Announced

Mechanix Illustrated, effective with its July, 1960, issue, will boost its circulation guarantee from 1,000,000 to 1,050,000 and will increase its b&w page rate from $2,250 to $2,500.

Laclede Gas Sets New 12-Hour Holiday Radio Spectaculars

St. Louis, Sept. 29—Laclede Gas Co., St. Louis, has contracted to sponsor another series of all-day radio spectaculars on radio station KADY, St. Charles, Mo.

Following the company's success with a similar series last year, the utility in 1959 and 1960 will sponsor six days on the station, giving only 10 to 15 commercials during each 12-hour day. Laclede is the only sponsor during this period.

The station, which offers "better music" most of the day, cooperates with the agency, D'Arcy Advertising Co., in writing and producing these spectaculars.

■ "We feel these all-day radio spectaculars give us an opportunity to present our corporate image in a very favorable light," says William H. Otto, ad and pr director of the utility.

"Additionally," he notes, "it gives the radio station and the agency a chance to produce some really imaginative programming—'The Messiah,' for example, without an interruption, heard last Christmas day and again at Easter."

This year's contract calls for all-day programs on Christmas, New Year's, Easter, Memorial Day, July 4 and Labor Day. #

'LHJ' Names John Dower Ad, Promotion Manager

John M. Dower has been appointed advertising and promotion manager of *Ladies' Home Journal*, effective Jan. 1, succeeding James A. Shellenberger, who was recently promoted to assistant advertising director. William H. Paul, currently drug merchandising manager and head of the *Journal's* creative department, succeeds Mr. Dower as assistant advertising and promotion manager.

John M. Dower

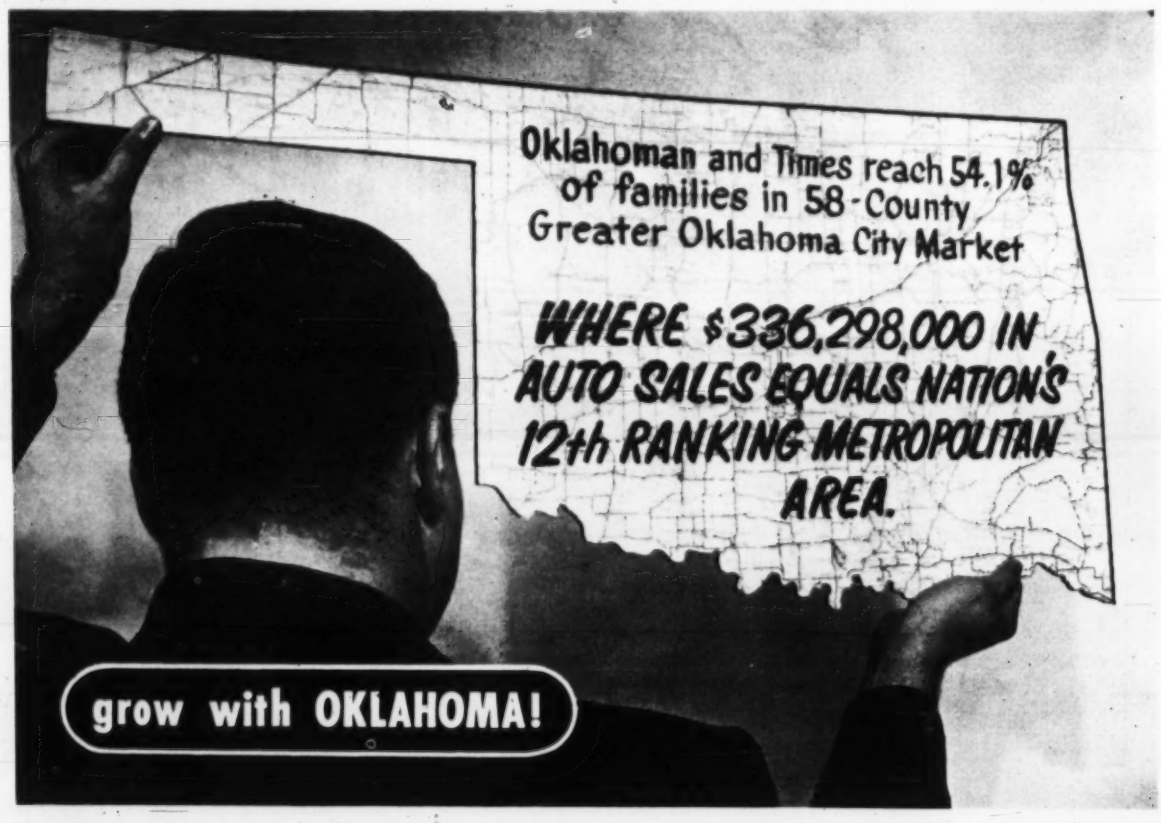
Mr. Dower joined Curtis Publishing Co. in '52 as a market analyst and was transferred to *Ladies' Home Journal* promotion in 1953.

AB-PT Makes Costa Rica Buy

American Broadcasting-Paramount Theatres Inc. has purchased a minority interest in Televisora de Costa Rica, which is scheduled to go on the air in December as Costa Rica's first tv station. This is AB-PT's second tv interest abroad. It recently acquired a small piece of NWS-TV in Adelaide, Australia.

Gordon-Ford to Mitchell

Harold M. Mitchell Inc., New York, has been named to handle the advertising for Gordon-Ford Inc., maker of men's suits, jackets, trousers and walk shorts, and women's skirts, pants and shorts. Grant Advertising is the previous agency.


Oklahoman and Times reach 54.1% of families in 58-County Greater Oklahoma City Market
WHERE $336,298,000 IN AUTO SALES EQUALS NATION'S 12th RANKING METROPOLITAN AREA.
grow with OKLAHOMA!

The Greater Oklahoma City market—in terms of primary market delivered by the Oklahoman and Times—is a 58-county area of the state. Here the Oklahoman and Times daily combined circulation covers 54.1% of the families, Sunday circulation reaches 47.2% of the families. This is metropolitan type coverage of a 58-county area, effective circulation that makes this area an advertising market entity.

In this area, automotive sales in 1958 totaled $336,298,000. This makes the 58-county Greater Oklahoma City market equal to ranking in twelfth place among metropolitan areas in auto sales.

In the first five months of 1959, passenger car sales are already 28.2% ahead of the same period in 1958!

Are your sales sharing in this growth? Plan for solid sales growth in Oklahoma with a strong advertising schedule in this market's "total selling" media—The Daily Oklahoman and Oklahoma City Times.

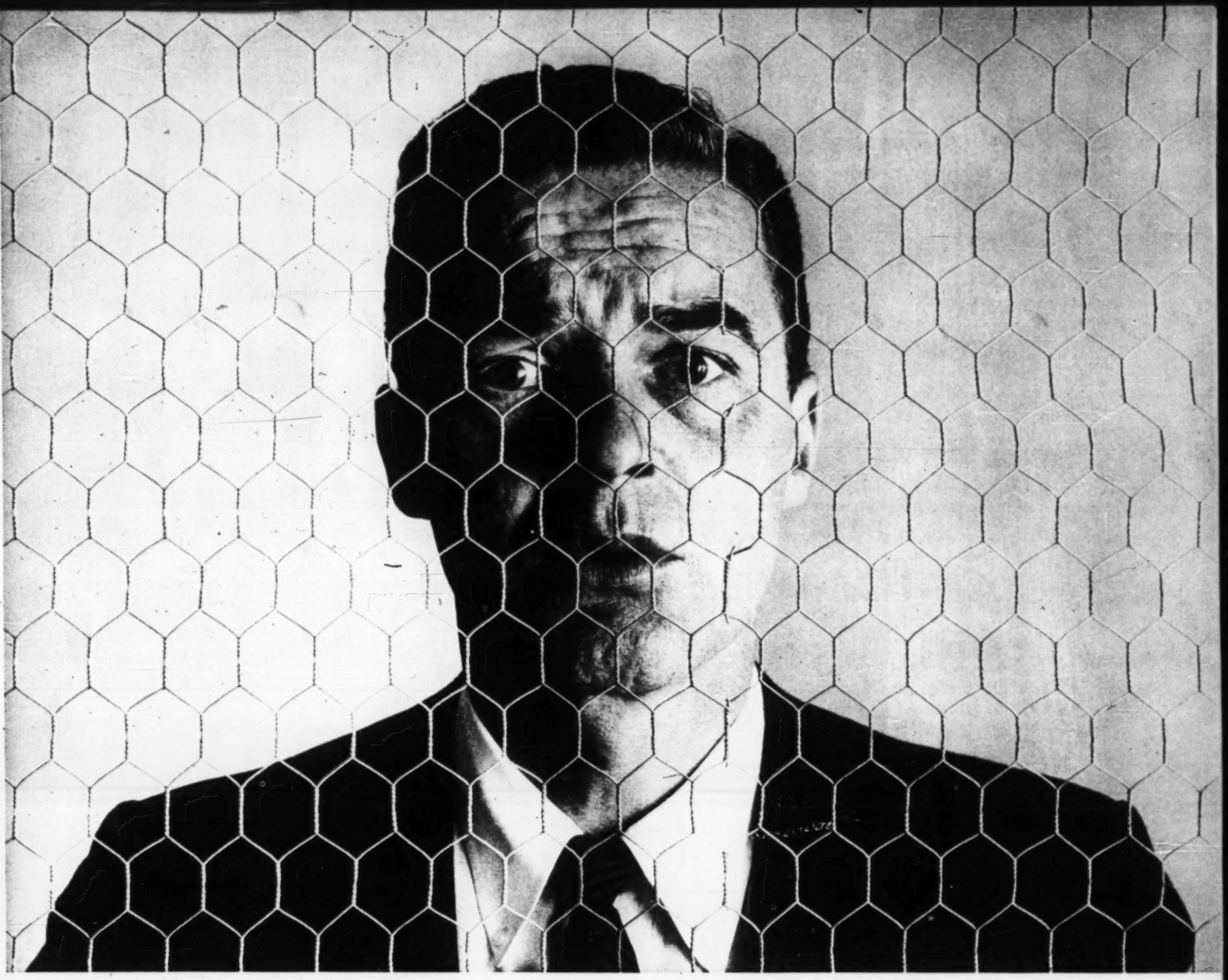
Source: SRDS Consumer Market Data, 1/1/59
Circulation—ABC Audit Report, Par. 13, 9/30/58

FREE Market Book
Send for this FREE data book on the OKLAHOMA CITY MARKET
Just request on your company letterhead.

Circulation Growing, Too!
March 31, 1959 Publishers Statement shows
total daily combined circulation 270,063 up 12,660
total Sunday circulation 242,783 up 5,572
compared with ABC Audit, 9-30-58

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES
Published by The Oklahoma Publishing Co. Represented by The Katz Agency

LANGUAGE
Screen process can print in any language! Many or few and economical too!
Put Punch in Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA



Selling to the OEM:

Are you screening out too many prospects?

By covering the *whole* Original Equipment Market, PD&D brings your ad to the men you can't afford to miss. One ad in PD&D penetrates, searches your whole market in a single low-cost, widespread, high-scoring operation.

Whatever the title on his door, the design man is in on the ground floor in setting the trends that mean substantial orders for new component parts, processes and materials. PD&D readers may be tool designers or government experts, research engineers or technicians-turned-president; but they all look to PD&D for news that will help start their brain-children on profitable careers. Profitable for their suppliers, too. Meaning you.

PD&D is written especially for design men. It is 87% news of new materials, parts, methods and processes, and new equipment for research and design. Another 11% is about *new* information and literature offered by manufacturers. The other 2% concerns *progress* with materials and parts that have been available for some time. Your ad completes the picture of what's new.

Your market-oriented, facts-at-fingertips PD&D representative is waiting to bring you your new 1960 PD&D Media Data File. Phone him.

PD&D

PRODUCT DESIGN & DEVELOPMENT

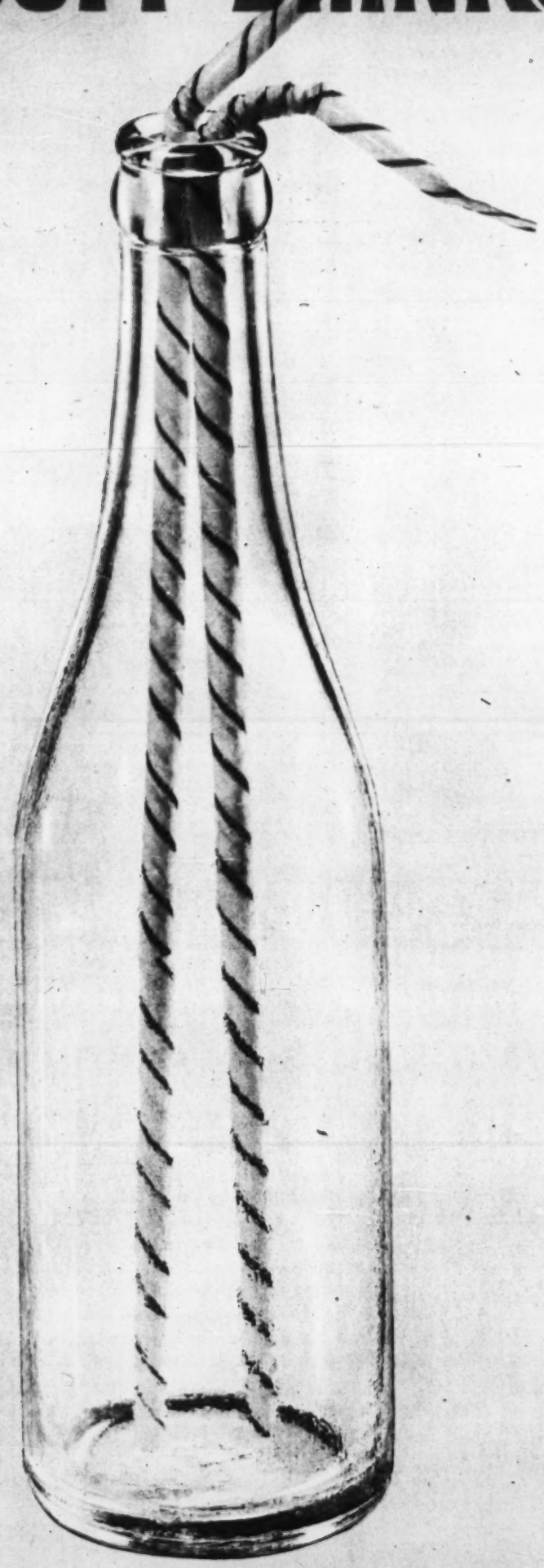
A CAHNERS PUBLICATION

Chestnut and 56th Streets, Philadelphia 39, Pa.

Exclusively Component, Materials and Equipment NEWS for all Product Design Men

KELLY, MASON, INC.

27,441,600 SOFT DRINKS



YOUR
PRODUCT STORY
IN FAMILY WEEKLY
INFLUENCES
4,748,995
FAMILIES IN
185 MARKETS
THAT ACCOUNT FOR
$30,003,097,000
IN ANNUAL
RETAIL SALES

World's Largest Market That Can Be Reached In Such Depth

EACH DAY... to serve the 185 mighty middle markets saturated by *Family Weekly*

Here is the world's largest market that can be reached in such depth with a single medium—the big, booming market saturated by FAMILY WEEKLY. If every person in the huge FAMILY WEEKLY market consumed one bottle of his favorite soft drink each day, it would require 8,003,800 24-bottle cases of beverage each week to serve them.

It is another way of reminding you that 27,441,600 consumers live and buy in the 559 counties where FAMILY WEEKLY's coverage is 20% or more and there it reaches an average of 51.9% of **all** families. It's a big, big market for your product.

These are refreshing figures to national advertisers seeking thorough coverage of their market potential. **ONE** dollar out of every $6.72 spent at retail throughout the entire U. S. is spent in a market saturated by FAMILY WEEKLY

It is PLUS coverage. FAMILY WEEKLY'S unique pattern of market selection and coverage assures **added** impact for your product story. It is the **ONLY** Sunday magazine read in a huge majority of the 4,748,995 homes it reaches each weekend.

In markets, penetration and local impact, FAMILY WEEKLY adds substantially to the coverage of any national advertising schedule. It delivers solid coverage of the mighty middle markets that account for 15% of all U. S. retail sales. Make sure it is high on your media list. Make sure to call your nearest representative soon.

With A Single Medium

FAMILY WEEKLY MAGAZINE, INC.

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
153 North Michigan Avenue, Chicago 1

NEW YORK 22: 405 Park Avenue
DETROIT 2: 3-223 General Motors Bldg.
CLEVELAND 15: 604 Hanna Bldg.
ATLANTA 3: Cogill, Pirnie & Brown, 1722 Rhodes Haverty Bldg.
LOS ANGELES 5: 3670 Wilshire Blvd.
SAN FRANCISCO 4: Lee T. Weston, 235 Montgomery Street

NO BULL...

You can always rely on the promise you get when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Renault, Hitting $5,000,000 Spending Level, Sees Gains

NEW YORK, Sept. 29—Renault Inc. gave its dealers the word last week: "It's open season on small car prospects. Good hunting."

In a one-hour closed-circuit telecast, using NBC facilities, Renault outlined its advertising plans for the last quarter of the year, asserting: "We intend to be a part of the automotive market in the U.S. for the next 100 years."

Renault's fall media plans, announced previously (AA, Aug. 31), will bring its total outlay for the year to $5,000,000. Dealers were told that this is "one of the most ambitious and complete national advertising schedules of any automotive manufacturer, imported or domestic, to be undertaken this fall."

■ On hand to greet the dealers were Ed Sullivan, whose "Invitation to Moscow" special Renault sponsored last Sunday on CBS-TV, and Dick Powell, whose new weekly NBC-TV western series, "The Plainsman," Renault will be sponsoring this fall.

Jack C. Kent, general sales manager, told the dealers:

"For the first time, this fall the entire automotive market points to you. Millions of people are now aware of and thinking about a small car, many of them for the first time.

"Detroit is introducing what they call a compact car. We call it a compromise car. They have progressed from politely ignoring us, to explaining us, to imitating us."

Mr. Kent also told dealers they will soon be able to offer a full line of vehicles. By next year, Renault will be marketing light trucks and the Caravelle sports car here.

■ Also introduced to the dealers was James J. Cochran, who has rejoined the Kudner Agency as vp and account supervisor on Renault. Kudner, the old Buick agency, picked up the radio-tv portion of the Renault account from Needham, Louis & Brorby last month (AA, Aug. 31).

James Cochran

Mr. Cochran was with Kudner from 1943 to 1957 and was senior account executive on Buick. After the loss of the Buick account he joined J. Walter Thompson Co. Mr. Cochran told the Renault dealers:

"We at Kudner are proud to become a part of your sales force and are delighted that we have such a marvelous automobile to sell. We are dedicated to help you capture first place among all imports—and hold it.

■ "We know Detroit pretty well. We've grown up with them—and we are convinced that they are going to have a tough time making many inroads on Renault. They may take business away from each other—and their own standard-size models—but not so much from you." #

AAAN Adds Three Members

Affiliated Advertising Agencies Network, Chicago, has added three new members, bringing its total to 59. New members are Kraft, Smith & Ehrig, Seattle; Cargill, Wilson & Acree, Charlotte, N.C.; and Van Zijl, Schultze, Tredoux (Pty.) Ltd., Johannesburg.

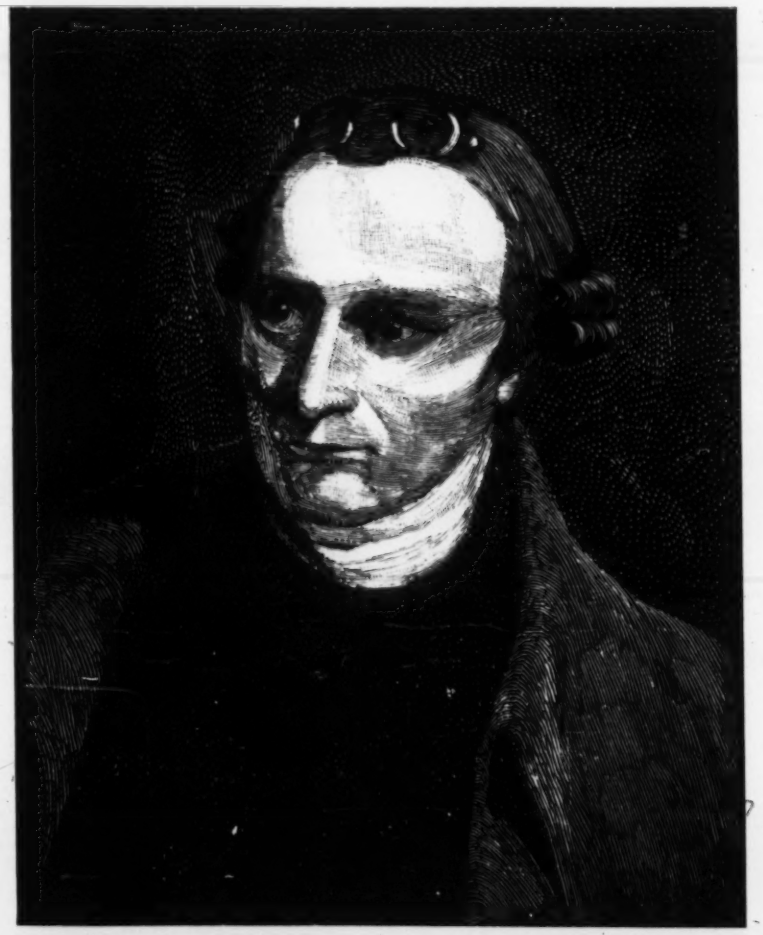
Badillo Joins NAAN

Publicidad Badillo, San Juan, has been elected to membership in the National Advertising Agency Network.

Lasting Impressions

"I have but one lamp by which my feet are guided, and this is the lamp of experience. I know of no way of judging the future but by the past."

Patrick Henry (1736-1799). American revolutionary leader whose mighty voice and pen helped forge the original colonies into one nation.



A host of long-time friends are using WWJ this fall—advertisers and agencies who come back again and again because experience tells them it's the thing to do. Detroit's pioneer radio station can always be counted on for intelligent, quality service, for exceptional audience loyalty, for results you can be proud of. Ask your PGW Colonel for the complete WWJ story. It makes good listening—and good buying for lasting impressions.

WWJ AM and FM RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St. N.Y. 19. N.Y. PLaza 7-5710

Are You a Marketing Expert?

If you can answer all of these questions correctly, we suggest you ask your boss for a long overdue raise...

1. The first 50 metropolitan areas account for___% of total U.S. retail sales.
   (a) 20% (b) 42% (c) 51% (d) 11%

2. The second ranking U.S. market in order of retail sales is_____.
   (a) Chicago (b) Philadelphia (c) Los Angeles (d) Detroit

3. Kansas City has .66% of U.S. families and _____% of total drug sales.
   (a) .61% (b) 1.10% (c) .75% (d) .44%

4. Total food store sales in the top 50 markets amounted to $_____.
   (a) $26½ billion (b) $100 million (c) $2½ billion (d) $512 million

5. LIFE's circulation to family ratio (i.e., coverage) in St. Louis is _____%.
   (a) 21% (b) 9% (c) 30% (d) 14%

6. Only one medium in print reaches over 50% of the families in the top 50 markets. That medium is _____.
   (a) LIFE (b) Reader's Digest (c) This Week (d) SUNDAY

If you want to be sure you always have the right answers, you'll want your copy of SUNDAY's New Fall 1959 "A Marketing Man's Handy Guide."

To check your score, please turn the page...

A Marketing Man's HANDY GUIDE

4th in a series

to THE SALES POTENTIAL OF THE LEADING NATIONAL

176 STANDARD

This is just the top part – the complete guide covers all 176 markets — all on one page!

SALES RANK	AREA	TOTAL RETAIL SALES (In Thousands of Dollars)	% of U.S.	FOOD STORE SALES (In Thousands of Dollars)	% of U.S.	DRUG STORE SALES (In Thousands of Dollars)	% of U.S.	FAMILIES (In Thousands)	% of U.S.	Sunday — THE ONE PAPE MAXIMUM C New York News Full Run	% Cov.
	TOTAL — UNITED STATES	200,995,344	100.00%	50,318,072	100.00%	6,578,996	100.00%	51,217.2	100.00%	15,232,529	30%
	TOTAL — 176 METROPOLITAN AREAS	136,095,409	67.76%	34,607,698	68.74%	4,634,453	70.41%	32,755.3	63.92%	12,016,842	37%
1	NEW YORK - NEWARK - JERSEY CITY	18,838,362	9.38	5,345,919	10.62	505,901	7.69	4,433.4	8.66	2,337,163	53*
2	LOS ANGELES – LONG BEACH	8,984,687	4.47	2,297,410	4.57	308,126	4.68	2,235.4	4.36	763,258	34*
3	CHICAGO, ILL.	8,676,495	4.32	2,055,002	4.08	295,315	4.49	1,973.1	3.85	995,296	50*
4	PHILADELPHIA, PA.	5,058,782	2.52	1,268,301	2.52	155,488	2.36	1,261.1	2.46	824,876	65*
5	DETROIT, MICH.	4,614,336	2.30	1,155,717	2.30	200,709	3.05	1,120.1	2.19	543,701	49*
6	BOSTON, MASS.	4,089,353	2.04	1,125,808	2.24	135,799	2.06	874.6	1.71	355,945	41*
7	SAN FRANCISCO – OAKLAND, CALIF.	3,536,688	1.76	963,309	1.91	118,180	1.80	905.8	1.77	185,737	21*
8	PITTSBURGH, PA.	2,746,908	1.37	806,801	1.60	90,439	1.37	692.0	1.35	414,473	60*
9	WASHINGTON, D. C.	2,555,098	1.27	653,284	1.30	122,426	1.86	553.3	1.08	281,382	51*
10	ST. LOUIS, MO.	2,399,000	1.19	634,832	1.26	86,729	1.32	635.2	1.24	410,553	65*
11	CLEVELAND, OHIO	2,308,266	1.15	614,502	1.22	89,278	1.36	529.3	1.03	396,020	75*
12	MINNEAPOLIS – ST. PAUL, MINN.	1,846,769	.92	425,909	.85	65,638	1.00	420.0	.82	402,012	96*
13	BALTIMORE, MD.	1,799,932	.90	459,578	.91	77,699	1.18	456.4	.90	285,400	62*
14	BUFFALO, N. Y.	1,610,255	.80	442,091	.88	50,194	.76	394.5	.77	280,275	71*
15	MILWAUKEE, WISC.	1,556,751	.78	392,758	.78	48,003	.73	348.9	.68	295,394	85*
16	HOUSTON, TEX.	1,508,051	.75	385,593	.77	50,288	.76	364.8	.71	189,189	50*
17	MIAMI, FLA.	1,484,480	.74	352,544	.70	57,634	.88	268.6	.52	3,721	1
18	DALLAS, TEX.	1,479,071	.74	318,590	.63	48,976	.74	314.2	.61	2,387	1
19	KANSAS CITY, MO.	1,424,324	.71	289,325	.57	72,692	1.10	340.3	.66	2,794	1
20	SEATTLE, WASH.	1,346,543	.67	321,982	.64	43,427	.66	347.0	.68	204,642	59*
21	CINCINNATI, OHIO	1,320,742	.66	344,495	.68	45,285	.69	339.5	.66	220,506	66*
22	ATLANTA, GEORGIA	1,306,883	.65	291,699	.58	46,608	.71	263.2	.51	1,333	1
23	DENVER, COLORADO	1,255,077	.63	299,198	.59	63,701	.97	266.0	.52	204,636	77*
24	SAN DIEGO, CALIFORNIA	1,170,045	.58	293,140	.58	38,632	.59	278.0	.54	22,434	8
25	PORTLAND, OREGON	1,026,175	.51	268,564	.53	27,335	.42	285.2	.56	1,594	1
	FIRST 25 METROPOLITAN AREAS	83,943,073	41.81%	21,996,345	43.71%	2,844,496	43.23%	19,902.1	38.86%	9,618,731	48%
26	TAMPA – ST. PETERSBURG, FLA.	963,592	.48	219,220	.44	37,126	.56	216.5	.42	4,920	2
27	BRIDGEPORT – STAMFORD – NORWALK, CONN.	961,036	.48	266,244	.53	31,895	.48	179.4	.35	77,961	43
28	INDIANAPOLIS, INDIANA	947,671	.47	192,331	.38	46,635	.71	208.5	.41	150,742	72*
29	HARTFORD – NEW BRITAIN, CONN.	920,410	.46	216,164	.43	35,795	.54	188.7	.37	29,005	15
30	COLUMBUS, OHIO	893,467	.44	212,608	.42	32,556	.49	196.1	.38	156,567	88*
31	SAN BERNARDINO – RIVERSIDE, CALIF.	889,625	.44	225,192	.45	28,243	.43	242.6	.47	53,118	22
32	NEW ORLEANS, LOUISIANA	888,440	.44	193,803	.39	38,890	.59	252.7	.49	189,735	75*
33	PROVIDENCE – PAWTUCKET, R. I.	843,192	.42	208,479	.41	33,444	.51	212.0	.41	177,410	84*
34	LOUISVILLE, KENTUCKY	810,900	.40	200,239	.40	34,650	.53	210.8	.41	1,020	–
35	ALBANY - SCHENECTADY - TROY, N. Y.	798,004	.40	215,544	.43	20,614	.31	212.6	.42	65,599	31
36	NEW HAVEN – WATERBURY, CONN.	774,825	.39	204,120	.41	27,448	.42	185.5	.36	42,049	28
37	DAYTON, OHIO	759,051	.38	189,357	.38	25,845	.39	202.9	.40	8,127	4
38	ROCHESTER, NEW YORK	734,283	.37	185,506	.37	23,627	.36	183.6	.36	7,394	4
39	SAN JOSE, CALIFORNIA	720,673	.36	200,760	.40	24,547	.37	174.2	.34	19,745	11
40	FORT WORTH, TEXAS	715,707	.36	170,651	.34	28,297	.43	188.5	.37	1,289	1
41	PHOENIX, ARIZONA	707,806	.35	179,154	.36	28,710	.44	162.5	.32	132,405	81*
42	MEMPHIS, TENNESSEE	704,812	.35	164,632	.33	21,019	.32	162.7	.32	824	1
43	YOUNGSTOWN, OHIO	683,919	.34	191,963	.38	19,080	.29	172.3	.34	17,936	10
44	WORCESTER, MASS.	669,589	.33	181,757	.36	22,160	.34	171.9	.34	16,793	10
45	SAN ANTONIO, TEXAS	657,815	.33	159,455	.32	20,013	.30	175.9	.34	1,017	1
46	BIRMINGHAM, ALABAMA	650,769	.32	171,499	.34	18,904	.29	179.9	.35	753	–
47	JACKSONVILLE, FLORIDA	636,908	.32	167,454	.33	23,429	.36	124.5	.24	1,536	1
48	SACRAMENTO, CALIFORNIA	632,808	.32	183,741	.37	19,915	.30	141.6	.28	8,219	6
49	AKRON, OHIO	626,626	.31	164,267	.33	20,384	.31	154.5	.30	10,927	7
50	SPRINGFIELD – HOLYOKE, MASS.	620,226	.31	151,055	.30	21,990	.33	142.5	.28	31,231	22
TOP 50	FIRST 50 METROPOLITAN AREAS	103,155,227	51.38%	26,621,540	52.91%	3,529,712	53.63%	24,545.0	47.91%	10,825,053	44%
51	NORFOLK – PORTSMOUTH, VA.	589,996	.29	149,003	.30	20,066	.31	163.2	.32	7,720	5
52	OKLAHOMA CITY, OKLAHOMA	580,111	.29	135,567	.27	23,591	.36	147.5	.29	1,002	1
53	OMAHA, NEBRASKA	567,700	.28	123,101	.24	20,708	.31	131.7	.26	7,255	6
54	ALLENTOWN – BETHLEHEM – EASTON, PA.	562,387	.28	138,571	.28	15,031	.23	132.1	.26	66,944	51
55	TOLEDO, OHIO	548,702	.27	135,740	.27	21,016	.32	144.7	.28	3,643	3
56	SYRACUSE, NEW YORK	514,462	.26	133,759	.27	14,749	.22	121.9	.24	55,068	45*
57	SALT LAKE CITY, UT	507,627				20,382	.31	122.4	.24		
58	RIC VIRGIN	482,670				16,90		09.4			
59	WA										

FALL-1959

AND COVERAGE provided by

MEDIA in the

METROPOLITAN AREAS

Sunday

the newspaper's own magazine

over 17,000,000 ABC circulation

EWSPAPERS OWN MAGAZINE

PER CITY CULATION New York News City & Suburban	% Cov.	TOTAL NETWORK Circulation	% Cov.	PARADE † 64 Papers Circulation	% Cov.	THIS WEEK 42 Papers Circulation	% Cov.	AMER. WEEKLY 34 Papers Circulation	% Cov.	Life	Sat. Eve. Post	Look	Read. Digest	Good Ho'K.	L.H.J.	McCall	Every Wom. Fam. Circle	Wom. Day	BH&G
14,070,262	27%	18,250,483	36%	9,425,405	18%	13,401,411	26%	10,484,352	20%	11%	10%	11%	23%	8%	10%	9%	10%	7%	8%
11,315,954	35%	14,566,485	44%	7,275,991	22%	9,804,945	30%	8,211,868	25%	13%	10%	11%	24%	9%	11%	9%	11%	7%	9%
2,337,163	53*	3,057,753	69*	715,799	16*	391,580	9*	698,802	16*	16	7	10	25	8	9	7	10	13	7
760,441	34*	763,447	34*	204,239	9*	760,426	34*	626,581	28*	14	10	10	28	7	10	9	11	1	7
995,165	50*	1,599,801	81*	604,751	31*	502,303	25*	464,460	24*	12	9	10	19	8	11	8	11	9	10
812,455	64*	829,133	66*	2,671	–	550,151	44*	547,464	43*	14	10	12	20	8	13	9	11	8	7
535,891	48*	866,861	77*	323,214	29	535,710	48*	388,284	35*	14	7	9	19	9	10	8	9	9	11
336,673	38*	586,658	67*	336,557	38*	230,898	26*	267,562	31*	19	13	13	28	9	14	9	17	11	8
179,680	20*	185,854	21*	237,752	26*	179,569	20*	304,210	34*	15	10	12	27	8	11	9	13	–	7
401,587	58*	415,148	[illegible]	805	–	402,022	58*	281,139	[illegible]	12	9	12	18	9	11	9	8	13	9
275,164	50*	283,597	51*	344,367	62*	276,016	50*	345,661	62*	[illegible]	12	11	30	11	14	11	21	4	10
409,997	65*	681,314	107*	[illegible]	[illegible]	271,030	43*	271,226	[illegible]	9	7	3	16	8	8	8	9	6	9
379,019	72*	396,[illegible]74	75*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9	11	22	11	11	10	8	8	13
401,593	96*	4[illegible],237	96*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	12	7	–	16
278,591	61*	[illegible]86,025	62*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8	7
265,669	67*	281,531	71*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	12	11
295,394	85*	296,516	85*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	17	12
179,822	49*	181,224	50*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2	7
1,451	1	4,528	2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3	6
538	–	2,387	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7	7
1,625	–	3,167	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	10	11
203,[illegible]42	59*	204,642	59*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6	11
219,156	[illegible]5*	222,648	66*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3	9
128	–	1,471	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	5	8
204,120	77*	204,636	77*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3	13
20,833	7	22,[illegible]56	8	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2	8
656	–	1,59[illegible]	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	–	10
9,496,373	48%	11,781,102	59%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8%	9%
1,068	–	[illegible],309	2	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6	6
42,632	[illegible]	107,[illegible]94	60	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	16	11
150,[illegible]46	72*	151,08[illegible]	72*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4	11
1,026	1	38,452	20	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	12	11
154,772	79*	156,806	80*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4	11
52,838	[illegible]	53,118	22	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1	7
185,576	73*	189,793	75*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	5	3
158,028	75*	180,388	85*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	13	7
530	–	1,108	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9	8
62	–	77,960	37	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	14	10
391	–	52,644	28	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	12	10
5,217	3	8,407	4	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3	13
399	–	8,[illegible]	5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8	13
19,068	11	19,[illegible]45	11	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	–	9
268	–	[illegible],289	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1	7
131,059	81*	[illegible]2,405	81*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	–	6
550	–	908	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	3	6
13,684	8	[illegible]8,035	10	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	13	12
9,266	5	[illegible]9,271	17	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	15	9
324	–	[illegible]1,017	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1	6
119	–	783	–	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6	5
126	–	639	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8	5
7,405	5	8,[illegible]19	6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	—	9
7,303	5	11,00[illegible]	7	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9	14
3,117	2	140,61[illegible]	9*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	17	10
10,439,447	43%	13,177,1[illegible]8	54%	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	11%	8%	9%
1,632	1	8,184	5	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6	5	6
422	–	1,002	1	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	13	–	8
6,728	5	7,364	6	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	16	3	13
39,357	30	73,432	56	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	16	13	11
1,563	1	4,194	3	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	12	12	14
50,809	42*	56,500	46*	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	10	12	10
[illegible]41		552		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	13	–	
		300		[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]			

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4. (a) $26½ billion -- food sales in top 50 markets.
5. (b) 9% -- LIFE coverage in St. Louis.
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WASHINGTON, Sept. 29—American Aviation Publications announced last week that it has begun a program diversification with the acquisition of 100% ownership of *Garden Supply Merchandiser*.

Located at Towson, Md., *Garden Supply Merchandiser* has a BPA-audited controlled circulation of 24,000. It was founded 10 years ago by D. Murray Franklin, who is continuing as president under a new corporate arrangement which establishes Garden Supply Merchandiser Inc. as a wholly owned subsidiary of American Aviation Publications.

In announcing the transaction, Wayne W. Parrish, president of AAP, said the publishing company intends to "acquire other properties as opportunities become available."

"Because the field of garden supply is quite unrelated to the aviation field, which we have occupied exclusively since 1937," he said, "it is contemplated that there will be a change of name of our corporate structure in due course.

■ "However, it is also contemplated that American Aviation Publications will continue to be used for those publications most closely identified with that name. Plans have not been worked out yet," Mr. Parrish said, "but it is probable that we will have a number of publishing divisions operating under a new parent company whose name and structure have not yet been created."

As the diversification policy is carried out, he said, AAP hopes to follow the pattern established in maintaining the *Garden Supply Merchandiser* organization intact.

"It is not our policy to become another assembly line factory producer of publications," Mr. Parrish said. "With any publication we will insist that the individuality and character of the publication remain intact. We will help when we can, but we do not intend to barge in and become experts in somebody else's field overnight."

The announcement said the entire staff of *Garden Supply Merchandiser* will remain intact, except for such functions as circulation and accounting, which will be handled in Washington.

■ Until now, AAP has operated only in the aviation field. Its principal publications include *Missiles & Rockets*, *Airlift* (formerly *American Aviation*), *Air Cargo*, *Armed Forces Management* and *World Aviation Directory*. #

American Express to List Outlets in 'Yellow Pages'

American Express Co., New York, has contracted for about three pages in the 1960 edition of the Manhattan classified telephone directory to list the Manhattan outlets participating in its credit card plan. The name, address and telephone number of each of its 800 Manhattan outlets will be listed by category under the heading "Credit and Charge Plans." In addition, the identifying line, "American Express Credit Cards Honored," will appear throughout the directory wherever an outlet is listed.

If the Manhattan project proves successful, similar listings will be used in other major cities, a company spokesman said. Arrangements were made by American Express with the Reuben H. Donnelley Corp., representing the New York Telephone Co.

Ted Bates Elects Booth VP

Donald E. Booth, who joined Ted Bates & Co., New York, as a copywriter in 1956, has been elected a vp of the agency.

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

Product:

VITA-MOIST,

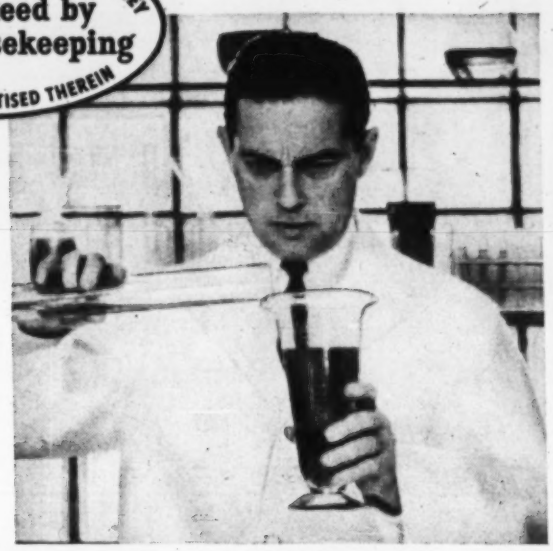
new type moisturizing cream with special emollients for dry skin.

Company:

Avon Products, Inc., New York, N. Y.

Marketing Problem:

To introduce and pre-sell a new product in an established line marketed solely through direct selling.



AUGUST 1958: Vita-Moist joined the parade of Avon products going through their paces in Good Housekeeping laboratories. Scientific analysis was followed by Beauty Clinic investigation. Vita-Moist earned the Good Housekeeping Guaranty Seal.

OCTOBER 1958: Avon's "point of sale," in its direct selling method of distribution, is the package itself, and that is where the Guaranty Seal was placed, as the symbol of quality that has earned the respect and confidence of consumers everywhere.

MARCH 1959: Advertising in Good Housekeeping paved the way for the "Avon Calling" Representatives, readying the consumer with "prepared acceptance" so essential in direct selling, invaluable in *all* selling.

MARCH-APRIL 1959: All was prelude to the actual call by Avon Representatives. Good Housekeeping Guaranty Seal on Vita-Moist package itself was both reminder and assurance of quality, truthfulness, reliability.

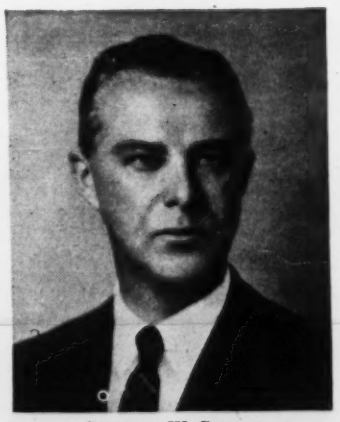
APRIL 1959: Sales success! Vita-Moist achieved one of the greatest and fastest launchings ever recorded by Avon. Another new product helped on its way by Good Housekeeping.

"Good Housekeeping helped Avon... shorten the time...reduce the cost... of marketing a new product!"

—GEORGE W. SHINE, *Advertising Manager, Avon Products Inc.*

AVON: BUILDING CONFIDENCE AND SALES THROUGH GOOD HOUSEKEEPING

Vita-Moist, Avon's newest, fast-selling cream for 1959, is one of the most recent successes in the long and progressive career of this unique 73-year-old company. Since 1937, every new Avon product has been subjected to the same thorough investigation in Good Housekeeping Laboratories. This program has put to work for individual products and the line the "climate of confidence" created so forcefully by Good Housekeeping.



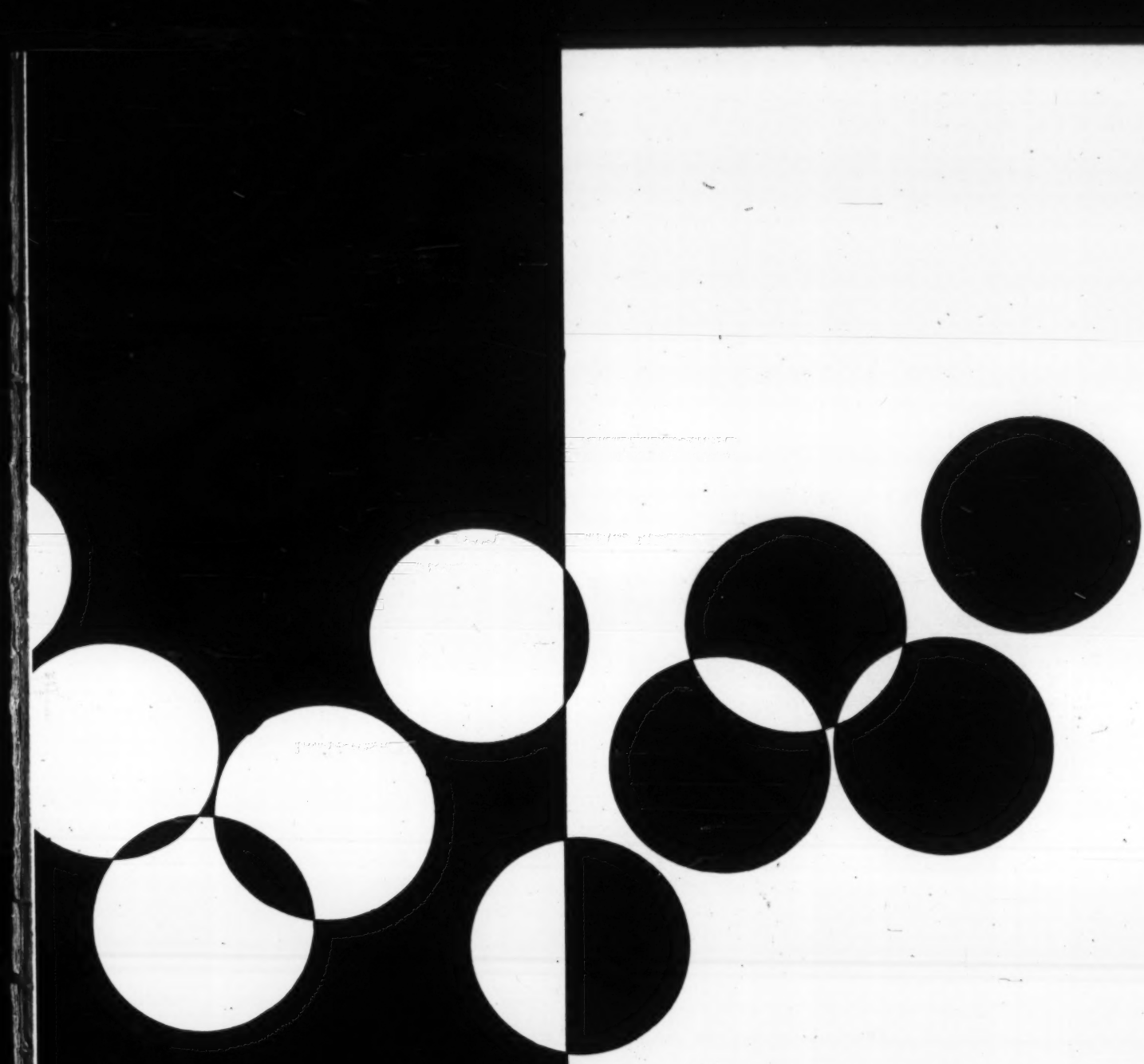
GEORGE W. SHINE

What's Your Marketing problem?

- . . . a new product in an established line?
- . . . a new company out to build a brand?
- . . . marketing a new improvement in an established product?
- . . . conducting a drive on younger market of new homemakers?
- . . . building increased demand for established brands?

In every situation, Good Housekeeping can step up the pace, cut down the cost of marketing!

When you measure management men, remember,



it's quality of mind that counts

Blue chip company. That may sound like a cliche.
But it can be a frightening phrase if people
don't think of your company in that
special color term.

How you are thought of has a lot to do with
how well your product sells, how easy it is to hire
top talent, or how difficult it is for you to raise capital
for expansion. For it isn't enough to be good.
People must think you are good.

How—and where—you advertise has an unmistakable
influence on what people think about you.

FORTUNE gets results.

Helen Oak to Creative PR

Helen Oak, formerly with the press department of Alfred Auerbach Associates, has joined Creative Pr Inc., pr division of Anderson & Cairns, New York, as home furnishings publicity director.

Beauvais Joins Young

John A. Beauvais, formerly head of his own Boston office and for many years with CBS-WEEI, has joined Kenneth A. Young Associates, Brookline Mass., as account executive and creative director.

Good Typography Pays Dividends

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

Friendship Is Important, but Yule Business Gift Must Pay Off in Sales, 'AR' Indicates

CHICAGO, Sept. 29—Business Christmas gifts—what to buy, for whom, at what price, and why?

An answer to these questions has come out in an article, "How to Buy Your Business Christmas Gift," featured in the October *Advertising Requirements*.

In it, Robert B. Konikow, *AR's* managing editor, wraps up seven years of observations about business gift giving and advances a series of guides, not only to gift selection but to gift list development and the business reasoning behind it.

■ "When all the cards are down," Mr. Konikow says, companies give gifts "because they believe that, in the long run, at least, it will bring the company business, increased sales. People use phrases such as 'friendship,' but unless that friendship leads to purchasing, giving is hard to justify from a business viewpoint.

"This doesn't imply that friendship has no role in business," Mr. Konikow emphasizes. "Everybody knows that it is frequently one of the key factors in a buying decision, whether it is a relationship between individuals or an attitude toward a company."

Mr. Konikow, in discussing gift list development (he suggests salesmen are the best advisers) and gift price ranges, says:

■ "If your gift looks as if it were cheaper than what he thinks you ought to spend on him," he notes, "you might wind up gaining contempt instead of friendship. On the other hand, too large a gift might become tinged with overtones of bribery and lead to resentment. Your decision," Mr. Konikow suggests, "must be based on your past practices, the general habits of the industry, and what you know of the attitude of the recipient."

As for specific gift suggestions, there are "as many answers to this as there are gifts on the market," Mr. Konikow notes.

But special thought must be devoted to several gift types, he warns. These include liquor, gift certificates, food, gifts for the home and for the office, and recurring gifts—those that are received throughout the year, such as magazine subscriptions. Each type has special advantages and also special dangers that business men should be aware of, says Mr. Konikow. #

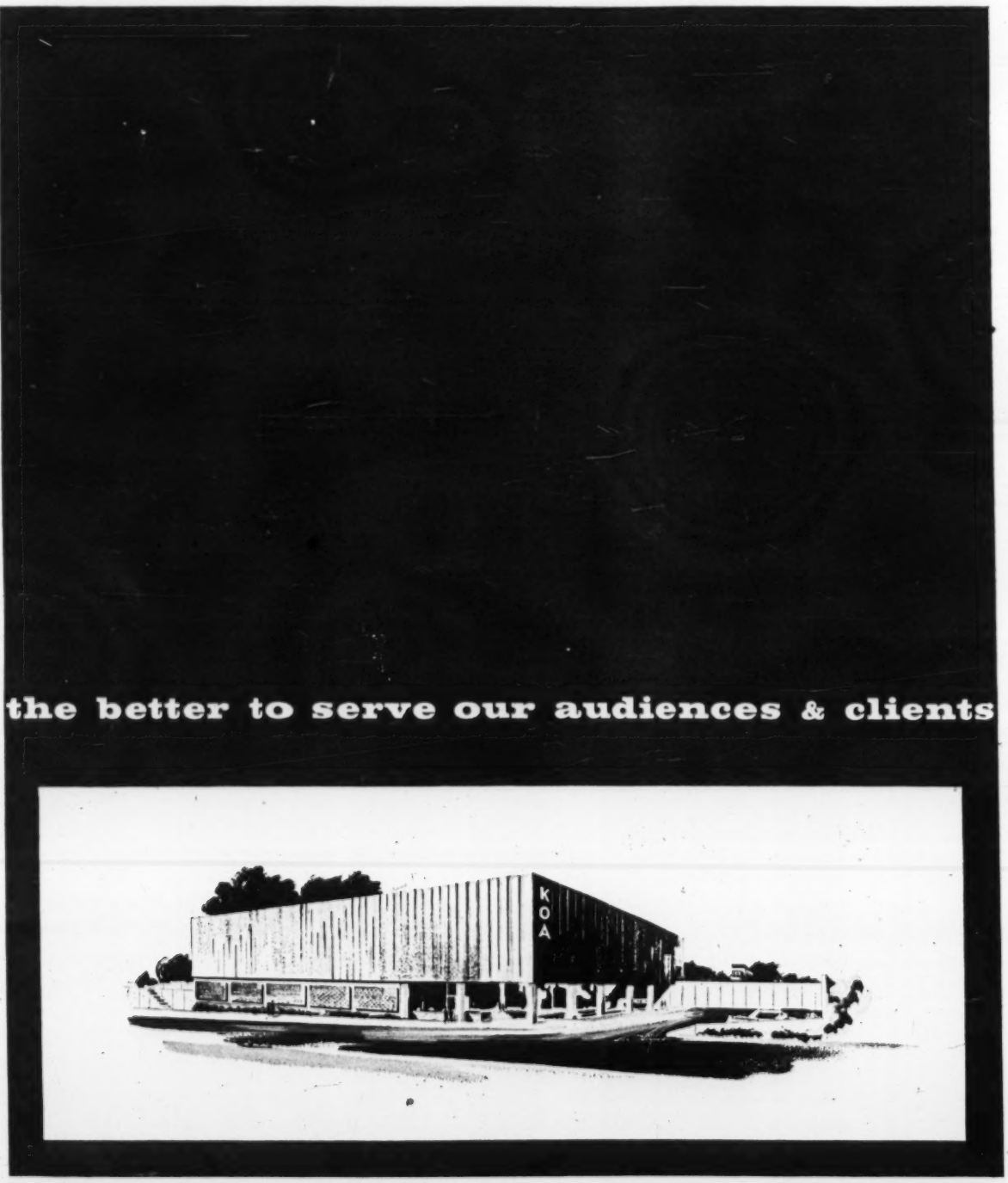
NEW DAWN—*Procter & Gamble's new pink, floating deodorant soap is being introduced with this ad in test markets (AA, Sept. 21). Young & Rubicam, New York, is the agency for Dawn.*

Ritz, Mushrooms Push Set

National Biscuit Co. and the Mushroom Canners League, both of New York, will join in an unadvertised store promotion Oct. 26-Nov. 6 for Ritz crackers and canned mushrooms. The promotion is built around a recipe for "mushroom peppers a la Ritz" featured on 30,000 color posters and 60,000 recipe pads now being distributed to grocery stores. No advertising agency is involved.

Ritter, Sanford Adds 2

Metal Foil Products Mfg. Co., Linden, N. J., manufacturer of Broil-A-Foil disposable aluminum broiler trays and other aluminum products, has appointed Ritter, Sanford, Price & Chalek, New York, as its advertising agency. The company formerly placed direct. The agency has also been named to handle a new line of laundry detergents manufactured by R. V. Davies Co., Brooklyn.



KOA-KOA-TV *now operating from the finest broadcasting facilities in the rocky mountain west · NBC in Denver*

The CLIPPER Creative ART SERVICE

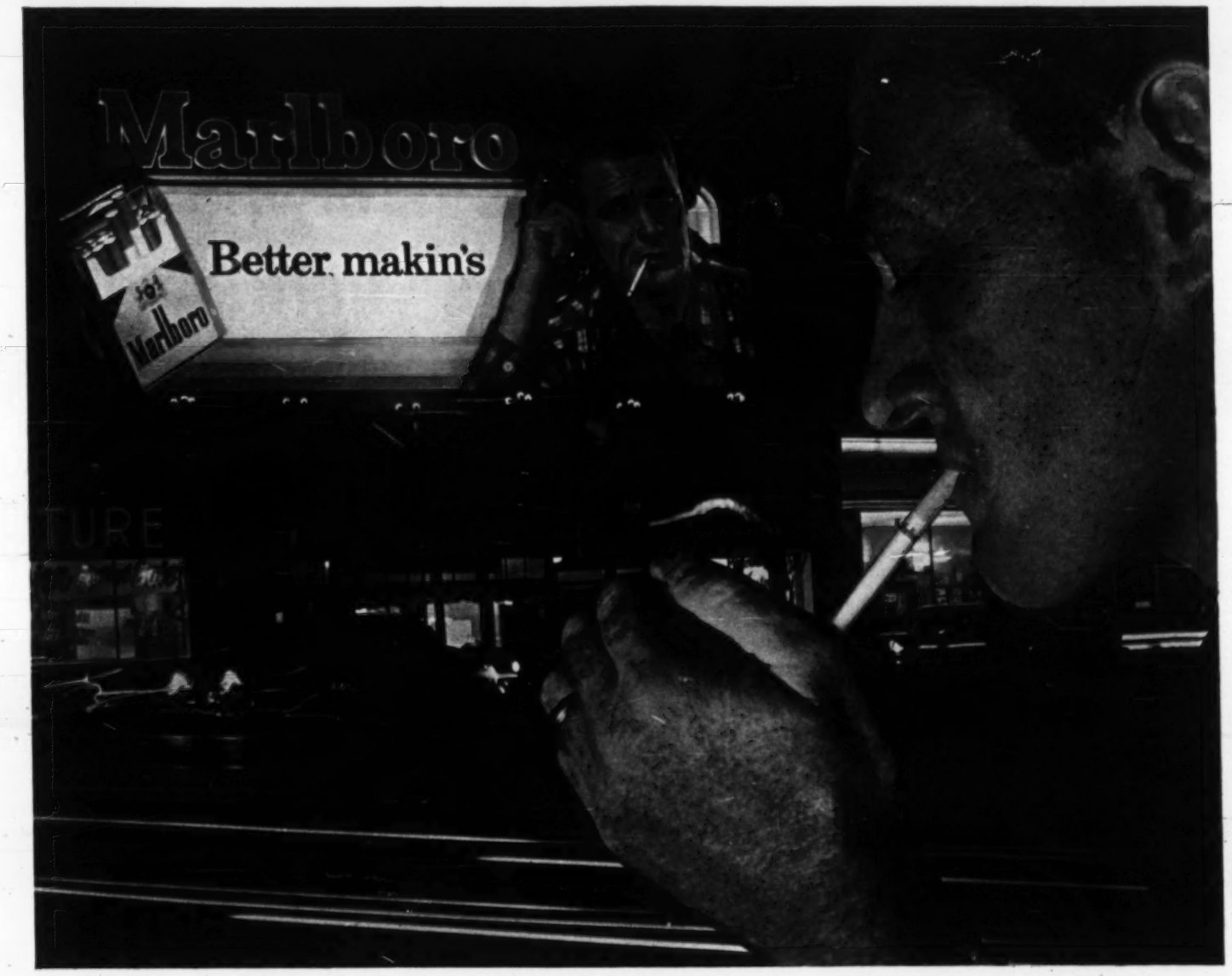
There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.

to cover cost of packing and mailing will bring you —

FREE...

THE COMPLETE CURRENT ISSUE

single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.



Outdoor is out selling when people are out buying!

Only Outdoor registers your message so fast and in such big full color—at the very time when people are out and ready to buy!

Here is the most telling time to mark a customer's mind with the image of your product—just moments before the customer is at the point of purchase.

And whoever your customers—men or women, young or old—you reach more of them for less in Outdoor than any other medium. Because everyone goes where Outdoor shows—along the main traffic arteries.

Ask an OAI man to show you how you can sharpen your marketing program with Outdoor posters, painted bulletins and spectaculars.

At his disposal—and at yours—are all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated—national sales representative of the outdoor advertising medium.

• • •

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle*

O.A.I. OUTDOOR ADVERTISING INCORPORATED

IMPORTANT..

NET PAID CIRCULATION IS NOW 1,136,847*

**Publisher's statement to the Audit Bureau of Circulations, January-June, 1959*

. . is the word for "U.S.News & World Report," the only magazine so thoroughly read by so many important people because it concentrates on one thing . . . the important news—the news of national and international affairs

"read by the important people"—

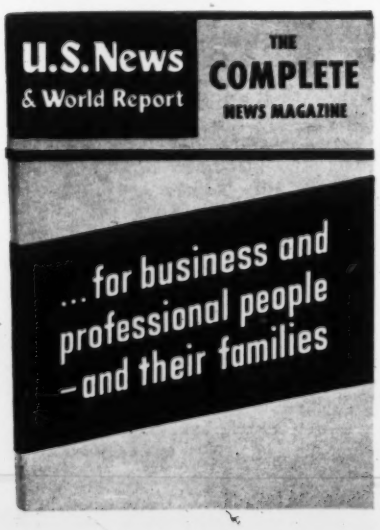
Four out of five (78.5%) "U.S.News & World Report" subscribers hold managerial positions in business, industry, government and the professions—a major segment of most important customers and prospects for everything sold to high-income people. Family incomes average $15,009—highest of *all* magazines with circulations of more than 1,000,000.

"preferred by the important people"—

In survey after survey America's key leaders consistently name "U.S.News & World Report" more often than any other news or management magazine as the one most useful to them in their work, and the magazine in which they place the most confidence (survey reports on request).

"preferred by the important advertisers"—

Advertisers place more pages of advertising directed to the important high-income people in business and industry in "U.S.News & World Report" than in any other news magazine. For the first six months of 1959, "U.S.News & World Report" leads the news and management magazines in advertising revenue gains and advertising page gains.



U.S.NEWS & WORLD REPORT

America's Class News Magazine

Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*
SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS
4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

RCA's Coffin Moves to N.Y.

Ralston H. Coffin, vp in charge of advertising and sales promotion at RCA, has moved his office from Camden, N.J., to the RCA Bldg., 30 Rockefeller Plaza, New York.

Briggs to Hearst Magazines

Jesse C. Briggs Jr., formerly regional manager of the Grolier Society, has joined Hearst Magazines as director of sales for the educational research council, a division of the company.

Napier Joins 'Look'

A. Mitchell Napier, formerly with *Electronic Engineering*, has joined the New York sales staff of *Look*.

Peterson to Smith, Hagel

Nis "Pete" Peterson, formerly of Calkins & Holden, has joined the copy staff of Smith, Hagel & Knudsen, New York.

STOCK OFFER—*This color page in November issues of Everywoman's Family Circle and Woman's Day will promote a Kimberly-Clark Corp. contest for Kleenex, offering $30,000 in stock for naming the four stars of the M-G-M movie, "Never So Few," and supplying the last line to a jingle. Promotion will also come on two Kimberly-Clark tv shows—"Wanted, Dead or Alive" and "Twilight Zone"—plus point of sale material and publicity tie-ins through M-G-M. Foote, Cone & Belding, Chicago, is the Kleenex agency.*

Hunters Will See Red (Kleenex, That Is) This Season

NEENAH, WIS., Sept. 29—Kimberly-Clark Corp. is out to make hunters see red this fall.

It's all in the interest of safety, however. The company is now making a hunter's pack of pocket-size Kleenex, substituting "flare-red" tissues for the usual white ones.

The company said hunters using the red tissues are less likely to be mistaken for game animals than those flashing the regular white Kleenex.

This is especially true, one outdoorsman added, for some vigorous users of the tissues who produce moose-like noises. #

Gene d'Olive, JWT Account Man, Returns to Europe

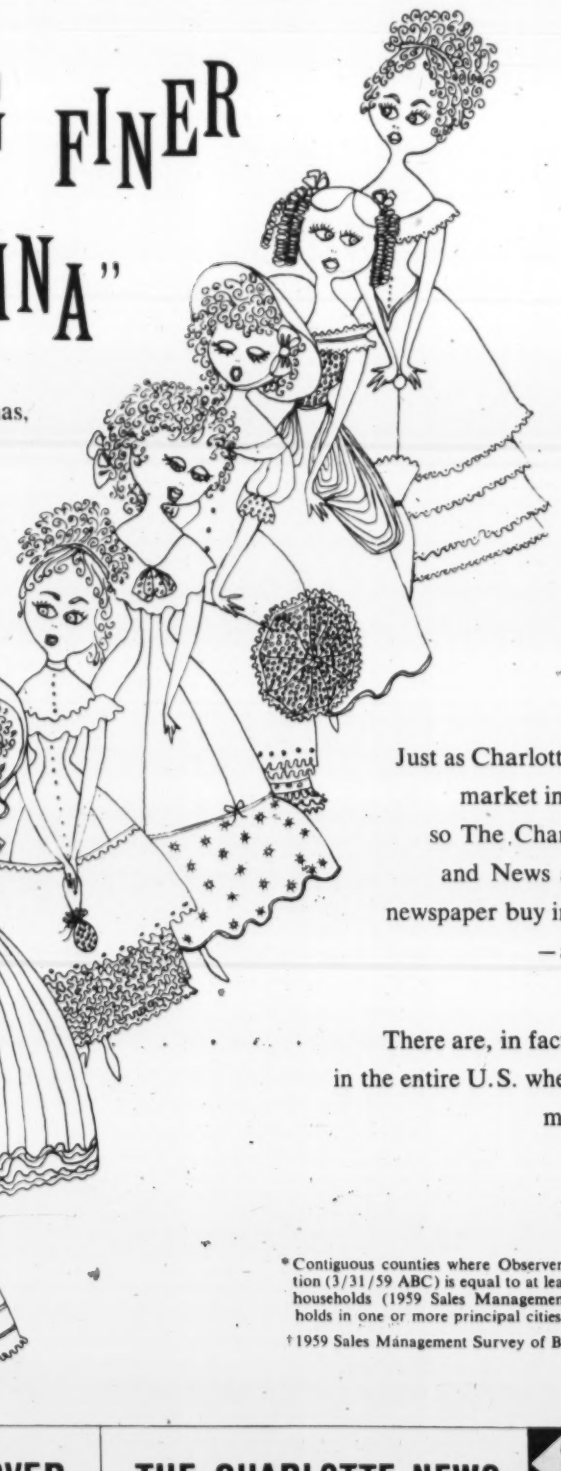
Gene d'Olive, who has worked in the international department of J. Walter Thompson Co., New York, for the past three years, sails for Europe Oct. 5 on a special assignment. Mr. d'Olive will headquarter in Paris for the rest of the year, but will visit other European offices, working on client problems. He plans to remain in Europe permanently.

Mr. d'Olive came to New York from Thompson's San Francisco office. He began his advertising career with Foote, Cone & Belding, San Francisco. Previously he worked for a number of years in Europe as a newspaper man and in public relations.

Torrieri Agency Bows

A new agency, Peter Torrieri Advertising, Baltimore, has opened offices at 2120 Maryland Ave.

"SOMETHING FINER IN CAROLINA"



Charlotte, biggest market in the Carolinas, has more than ever to offer newspaper advertisers.

The Charlotte Observer and The Charlotte News now provide, through one media buy, a market *seven times* the size of Metropolitan Charlotte itself. All told, their Zone of Influence* includes 39 Carolina counties with close to two million population and better than a billion-and-a-half dollars in annual retail sales†.

Just as Charlotte is the biggest market in the Carolinas, so The Charlotte Observer and News are the biggest newspaper buy in the Carolinas —and then some!

There are, in fact, only 43 cities in the entire U.S. where you can buy more circulation.

*Contiguous counties where Observer – News daily circulation (3/31/59 ABC) is equal to at least 20% of total county households (1959 Sales Management) or 20% of households in one or more principal cities in the county.

†1959 Sales Management Survey of Buying Power.

THE CHARLOTTE OBSERVER | THE CHARLOTTE NEWS

Charlotte, N.C. · Daily Circulation over 222,000

Represented by The Katz Agency, Inc. Newspaper Division

1 will get you 7

National Catholic Family Magazine
A million readers who spend a billion dollars each year.
DEC. ISSUE CLOSING OCT. 20
Orders and Sample Copy request to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176
St. Anthony MESSENGER

IT'S TIME TO TOOT OUR OWN HORN

Normally, we don't do much bragging. But that's not because we lack pride in our work . . . and successes.

It's just that we give all our time and talents to singing the praises of our clients' products and services. And that, we think, is the very best advertising for *our* business.

But this—our twenty-fifth birthday—is a special occasion.

It's important because we opened our doors with two of America's great advertisers as our first clients . . . and we're still helping them set sales records.

It's important because we have grown strong and vigorous by concentrating our full efforts on quality service to our clients.

It's important because, after a quarter century, our agency offers its clients a stability and continuity of service and a philosophy of management thinking that few advertisers enjoy.

Most important of all, we provide a creative spark that grows brighter every year.

Perhaps it's time for us to sound the clarion call for you. We will welcome the chance to show you how we get things done.

D.P. BROTHER AND COMPANY

Advertising

DETROIT · NEW YORK · LOS ANGELES

Proudly serving GENERAL MOTORS and its divisions—AC SPARK PLUG · BROWN-LIPE-CHAPIN · GUIDE LAMP · HARRISON RADIATOR · HYATT BEARINGS · NEW DEPARTURE · OLDSMOBILE · ROCHESTER PRODUCTS · SAGINAW STEERING GEAR

from ELECTRICAL MERCHANDISING an to these advertisers and agencies and

ABC WASHER • ACCO POWER PRODUCTS • ADMIRAL • AETNA LIFE • AIRTEMP • ALLIANCE MFG. • ALCOA • AMANA • AMERICAN FURNITURE MART AMERICAN GAS ASSN. • AMERICAN HOME • A T & T • ARMSTRONG • ARVIN • ATLAS TOOL • BELDEN • BEN-HUR • BENJAMIN REEL PRODUCTS BENTLEY, HARRIS • BERNS AIR KING • BEST FOODS • BETTER HOMES & GARDENS • BISSELL • BLACK & DECKER • BLACKSTONE • BORG-ERICKSON BREARLEY • BRIGGS & STRATTON • BUEGELEISEN & JACOBSON • BURCH MFG. • BURGESS BATTERY • BURGESS VIBROCRAFTERS • BUTOBA CALGON • CALORIC • CAPITOL RECORDS • CARADCO • CARRIER • CHEVROLET • CHICAGO SUN-TIMES • CHRYSLER AIRTEMP • J. R. CLARK • CLARK WATER HEATER • CLINTON ENGINES • COLEMAN CO. • COLSON EQUIPMENT • COLUMBIA PHONO • COLUMBUS COATED FABRICS • COMMERCIAL CREDIT • CONTROLS CO. OF AMERICA • COOLERATOR • CORNISH WIRE • CORY • CRIBBEN & SEXTON • CROWN • DAYTON RUBBER • DEARBORN STOVE • DES MOINES REGISTER & TRIBUNE • DEXTER DIV. PHILCO • DIEHL MFG. • DIXIE PRODUCTS • DOLE VALVE • DOMINION ELECTRIC DORMEYER • DRIVER-HARRIS • DUMONT • DU PONT • EASY • ECLIPSE • EDISON ELECTRIC INST. • ELECTRIC STEAM RADIATOR • EMERSON RADIO EMERSON ELECTRIC • EUREKA WILLIAMS • FAMILY WEEKLY • FARM JOURNAL • FASCO INDUSTRIES • FAST CHEMICAL PRODUCTS • FEDDERS QUIGAN • FLEXIBLE TUBING • FORD • FRIGIDAIRE • GENERAL ELECTRIC • GENERAL ELECTRIC CREDIT CORP. • GENERAL FLOORCRAFT • GENERAL SLICING MACHINE • GENERAL THERMOSTAT • GIBSON REFRIGERATOR • GOOD HOUSEKEEPING • W. W. GRAINGER • GRAYBAR • GRUNDIG MAJESTIC GULTON INDUSTRIES • GUY HOBBS • H. P. PRODUCTS • HAMILTON BEACH • HAMILTON MFG. • HANKSCRAFT • HEAT CONTROLLER • HEIL-QUAKER HEINEKE • HEROLD RADIO & ELECTRONICS • HERTZ • HOBART • HOFFMAN ELECTRONICS • HOOVER • HOTPOINT • HUNTER DIV. ROBBINS & MYERS • I-XL • ILLINOIS WATER TREATMENT • INDIAN HEAD MILLS • INGRAHAM • INTERNATIONAL SWIMMING POOL • IRONRITE • JACOBSEN MFG. • JERROLD • S. C. JOHNSON & SONS • KAWNEER • KELVINATOR • KING REFRIGERATOR • KOBE KOGYO • LADIES HOME JOURNAL • LAMB ELECTRIC • LANDERS, FRARY & CLARK • LAU BLOWER • LAWN BOY DIV. OUTBOARD MARINE • LESA OF AMERICA • LIFE • LIVING FOR YOUNG HOMEMAKERS • LOCKE STOVE • LOVELL • MAGIC CHEF • MAGNAVOX • MAGNUS ORGAN • MAJESTIC • MAJOR INDUSTRIES • P. R. MALLORY MANITOWOC EQUIPMENT • MC CULLOCH CORP. • MARKEL ELECTRIC • MATHES DIV. OF GLEN ALDEN • MAYTAG • MC CALL'S • CLARK WATER HEATER • MC GRAW-EDISON • MEADOWS METAL PRODUCTS • MERCHANDISE MART • METALAIRE PRODUCTS • METAL WARE • HOWARD MILLER CLOCK • MILWAUKEE JOURNAL • MINEX • MINNEAPOLIS-HONEYWELL • MINNESOTA MINING & MFG. • MODERN BRIDE • MODERN CONTROLS MODERN WATER EQUIPMENT CO. • MOE LIGHT • MONARCH • MONITOR EQUIPMENT • MORPHY-RICHARDS • MOTO-MOWER • MOTOROLA • MOTOR-WHEEL • MUNTZ • MUSICAL PRODUCTS • MUTSCHLER BROS • F. E. MYERS & BROTHER • NBC • NATIONAL CASH REGISTER • NATIONAL HOUSEWARES MFRS. ASSOC. • NATIONAL PRESTO • NEW YORK NEWS • NORGE • NORTH AMERICAN PHILIPS • NORTHERN ELECTRIC • NUTONE OLYMPIC RADIO & TV • ONE MINUTE WASHER • ORGAN CORP. OF AMERICA • ORRADIO INDUSTRIES • JOHN OSTER • PARAGON ELECTRIC PARENTS' MAGAZINE • PENTRON • PERFECTION • PHILADELPHIA BULLETIN • PHILCO • PHILLIPS & BUTTORFF • PORCELAIN ENAMEL INSTITUTE PRACTICAL BUILDER • PRECISION ELECTRONICS • PREMIER • PREWAY • PROCTOR ELECTRIC • PROGRESSIVE FARMER • PROPULSION ENGINE QUICFREZ • RABAR • RAB • RCA • RADION • RAY-O-VAC • READER'S DIGEST • REDBOOK • REDISCO, DIV. AMERICAN MOTORS • REGENCY DIV. I.D.E.A • REGINA • REMINGTON RAND • REPUBLIC STEEL • RESEARCH PRODUCTS • REVCO • REXILO PRODUCTS • RIVAL • ROBERTSHAW-FULTON ROBESON • ROCHESTER • RONSON • ROPER • ROSMAR • SAMPSON CO. • SAMSON UNITED • SATURDAY EVENING POST • SCHICK • SELF-LIFTING TRUCK • WALTER SELCK • SESSIONS CLOCK • SETCHELL-CARLSON • SHETLAND CO. • SIEGLER • SIGNAL ELECTRIC • SILEX • M. B. SKINNER SKUTTLE MFG. • SLUMBEREST • A. O. SMITH • SON CHIEF ELECTRICS • SPEED QUEEN • SPENCER THERMOSTAT • A. E. STALEY • STEBER MFG. STETSON CHINA • STROMBERG-CARLSON • STUDEBAKER-PACKARD • SUB-ZERO FREEZER • SUCCESSFUL FARMING • SUNBEAM • SWING-A-WAY SYLVANIA • SYMPHONIC • SYROCO • TAPPAN • TELECHRON • TELECTROSONIC • THERMADOR • THIS WEEK • THOMAS ORGAN • PROCTOR & GAMBLE TIME • TOASTSWELL • TOLEDO DESK • TORO • TOY MANUFACTURERS OF U.S.A. • TRADE-WIND MOTORFANS • CHICAGO TRIBUNE • TUNG-SOL TUTTLE & KIFT • UNION STEEL • UNITED REFRIGERATOR • U.S. STEEL • U.S. WORLD TRADE FAIR • V-M • VIDEOLA-ERIE • WAHL CLIPPER • WARING WASTE KING • WATERS-CONLEY • WEBB MFG. • WEBCOR • WELBILT • WEST BEND ALUMINUM • WESTCLOX • WESTERN TOOL & STAMPING WESTINGHOUSE • WHIRLPOOL • WHITE PRODUCTS • WHITE SEWING MACHINE • EDWIN L. WIEGAND • WINEGARD • WONDER WARM DIV. TEMCO WRIGHT MFG. • YEATS APPLIANCE DOLLY • YORK • YOUNGSTOWN KITCHENS • ZENITH • ZENITH MACHINE.

AITKIN-KYNETT • ALTMAN-GILBERT • ALTMAN HALL • ARNDT-PRESTON-CHAPIN-LAMB & KEEN • AVERY, REEL, HOLLOWAY & MC DONALD N. W. AYER • HERBERT BAKER • ARTHUR C. BARNETT • FRANK BARTH • G. M. BASFORD • BASS • BATTEN, BARTON, DURSTINE & OSBORN • BATZ-HODGSON-NEUWOEHNER • BAYLESS-KERR • BENTON & BOWLES • BIDDLE • BLACO • BOZELL & JACOBS • JIM BRADFORD • BRADY • BROOKE, SMITH, FRENCH & DORRANCE • BURTON BROWNE • BUCHEN • LEO BURNETT • DAVID R. BUSCHMAN • CAMPBELL-EWALD • CLARK & BOBERTZ • COMPTON CRAMER-KRASSELT • CRITCHFIELD • CUMMINGS, BRAND & MC PHERSON • CUNNINGHAM & WALSH • DANCER-FITZGERALD-SAMPLE • D'ARCY DOBBS • DOE-ANDERSON • DOHERTY, CLIFFORD, STEERS & SHENFIELD • DONAHUE & COE • DOWNING • DOYNE • DUNAY, HIRSCH & LEWIS DU FINE • REX DYE • DAN EBBERTS • ELLINGTON • EVANS • FENSHOLT • FIRESTONE-GOODMAN • FISHER-HOOVER • FOOTE, CONE & BELDING • FOSTER & DAVIES • FOSTER & GREEN • CLINTON E. FRANK • ALEX T. FRANZ • FREDRICKS • E. M. FREYSTADT • FULLER & SMITH & ROSS • GALBRAITH-HOFFMAN • GAPSTUR • RALPH D. GARDNER • GEER-MURRAY • GEYER, MOREY, MADDEN & BALLARD • GOOLD & TIERNEY • GOTHAM-VLADIMIR GOURFAIN-LOEFF • GRANT • GREENHAW & RUSH • GREY • SAM GRODEN • MARVIN HAHN • HARTOGENSIS • HENRI, HURST & MC DONALD • HERSHEY PAXTON • HICKS & GREIST • HIXSON & JORGENSEN • E. R. HOLLINGSWORTH • HONIG, COOPER, HARRINGTON & MINER • HORAN-DAUGHERTY HUTZLER • HAROLD A. JACOBS • DAN JAFFE • JAQUA • WILLIAM JENKINS • R. N. JOHNSON • JONES & TAYLOR • JUHL • KANE • KAY-CHRISTOPHER CLARK B. KELSEY • KENYON & ECKHARDT • KETCHUM, MAC LEOD & GROVE • KEYES, MADDEN & JONES • KIRCHER, HELTON & COLLETT KIRKGASSER-DREW • KLAU-VAN PIETERSOM-DUNLAP • KOEHL, LANDIS & LANDAN • KREICKER & MELOAN • KRUPNICK • KUSWA, GREENE • LAGO & WHITEHEAD • C. J. LAROCHE • LAVENSON • AL PAUL LEFTON • LENNEN & NEWELL • LEWIS & GILMAN • LINDEMAN • EARLE LUDGIN • W. D. LYON MAC FARLAND, AVEYARD • VIC MAITLAND • JAY H. MAISH • MARSCHALK & PRATT • MARSTELLER, RICKARD, GEBHARDT & REED • MATHISSON MAURY, LEE & MARSHALL • MAXON • MAXWELL • MAYER, KLANN, LINABURY • MC CANN-ERICKSON • MC DANIEL-FISHER & SPELMAN • L. E. MC GIVENA • MEEHAN • CHARLES MEISSNER • MERRILL, MC ENROE • MEYER & BEHAR • MOGUL, WILLIAMS & SAYLOR • HOWARD H. MONK • MUMM, MULLAY & NICHOLS • NEALE • NEEDHAM, LOUIS & BRORBY • NETEDU • WILLIAM NICOSIA • ALBERT SIDNEY NOBLE • OLIAN & BRONNER • PAGE, NOEL & BROWN • PALMER, CODELLA • PARIS & PEART • PENN & HAMAKER • PERRIN-PAUS • PIKE & BECKER • POSNER-ZABIN • POST • POTTS-WOODBURY • POWELL • PREISS & BROWN • PRODUCT SERVICES • RAND-REIS • READ BROTHERS • WM. B. REMINGTON • RIDGWAY • ROIZEN IRVING J. ROSENBLOOM • ROSNER-LEWIS • ROTHBARDT & HAAS • RUBEN • RUMRILL • RUMSEY • MILTON SAMUELS • SANDER RODKIN • SAVAGE-STANFORD-HAMILTON & KERR • SCANTLIN • SCHRAM • R. JACK SCOTT • SHAW • JOHN W. SHAW • HAROLD J. SEISEL • SILTON BROS., CALLAWAY SON DE REGGER AGENCY, INC. • W. L. STENSGAARD • MILTON STERN • STERN, WALTERS & SIMMONS • HARRY M. STURGES • SULLIVAN, STAUFFER, COLWELL & BAYLES • SUTHERLAND-ABBOTT • SWANSON • HOWARD SWINK • TAYLOR-NORSWORTHY • J. WALTER THOMPSON RALPH TIMMONS • TOBIAS, O'NEIL & GALLAY • ARTHUR TOWELL • O. S. TYSON • VAN SANT, DUGDALE • ERWIN WASEY, RUTHRAUFF & RYAN NORMAN D. WATERS • WECHSLER • WEISS & GELLER • WESTERN • WESTON-BARNETT • WHITEHEAD & SPRAGUE • WILLIAMS • FREDERICK C. WILLIAMS • WILSON, HAIGHT, WELCH & GROVER • WHEELER-KIGHT & GAINEY • YOUNG & RUBICAM.

announcement of special importance
to all appliance-tv-housewares people

Electrical Merchandising Every Monday

every Monday, beginning November 23rd, we'll wrap up the appliance world and lay it on your desk, through the exciting pages of new **Electrical Merchandising Week**

Now, ideal every-Monday frequency!

Today, the tempo of the business demands it. Only a weekly can report *and interpret* the important news of this important business. Only a weekly blends promotion-supporting timeliness with adequate message exposure. And only Electrical Merchandising, choice of appliance-tv-housewares Pros, has the resources and background to create this special kind of publication. Crisp and concise. Factual and readable. The best possible way to *stay informed* in this dynamic business . . . to *keep others informed* about your products and promotions. New ELECTRICAL MERCHANDISING WEEK.

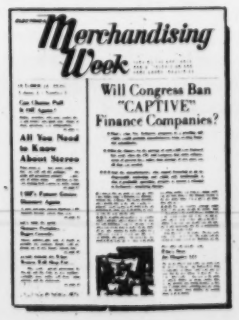
Top editorial team

Old appliance hands Larry Wray and Ted Weber head a matchless array of *specialized* editorial talent. An expanded field and headquarters staff . . . service from twelve domestic and eight foreign bureaus . . . a nationwide network of contributing editors. They'll give you a new kind of industry reporting, new high-usage features, and editorial presentation built around your needs and a brand new dimension of *thoughtful immediacy*. New ELECTRICAL MERCHANDISING WEEK.

Unusual offer to advertisers, agencies

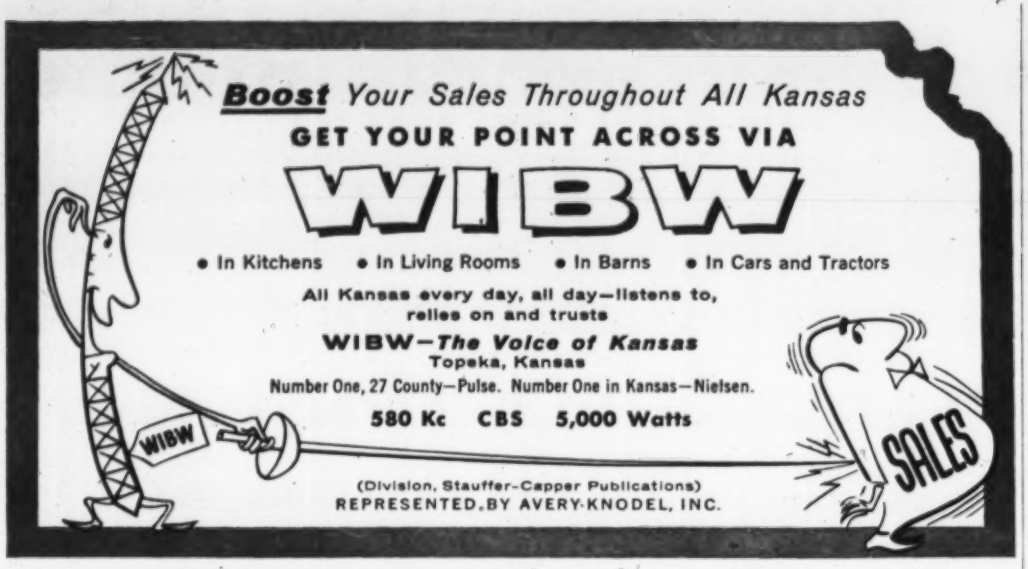
Within a few hours, you will receive a detailed prospectus on this pivotal new publication. Beyond this, your ELECTRICAL MERCHANDISING WEEK representative has a most unusual offer to extend. Be sure to see him when he calls. New ELECTRICAL MERCHANDISING WEEK.

every monday the Pros read



ELECTRICAL MERCHANDISING WEEK

A McGraw-Hill Publication ABC-ABP


Boost Your Sales Throughout All Kansas
GET YOUR POINT ACROSS VIA
WIBW
• In Kitchens • In Living Rooms • In Barns • In Cars and Tractors
All Kansas every day, all day—listens to, relies on and trusts
WIBW—The Voice of Kansas
Topeka, Kansas
Number One, 27 County—Pulse. Number One in Kansas—Nielsen.
580 Kc CBS 5,000 Watts
WIBW
SALES
(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

Better Displays Hike Sales Volume, Profits, Sterling Drug Study Shows

ST. LOUIS, Sept. 29—An impressive demonstration of what displays of fast-moving merchandise can do to pep up drug store sales was given to retail druggists here last week by Sterling Drug Inc.

Sterling's Glenbrook laboratory division reported a market study showing that displays, costing drug stores little or nothing, boosted sales in test stores more than 9.5% above what they would have been without the displays.

■ The study, called Operation Bootstrap and reported to the National Assn. of Retail Druggists convention, was carried out in April and May of this year in 45 stores—nine stores in each of five markets. These stores have annual volumes ranging from $50,000 to $200,000.

The research team studied the sales picture in all 45 stores in April. Then in May, six of the nine stores in each market used displays featuring 125 fast turnover drug items. Half of these stores already had the necessary racks and fixtures for these displays; the others used inexpensive, ready-made display fixtures.

The remaining three stores of the nine in each market continued to operate as they had in April.

■ The results:

• In the stores using the displays, total May sales were 9.6% higher than in April. In the other stores operating as usual, total May sales were 0.2% lower than in April.

• In the stores using the displays, May sales of the displayed items alone were 10.5% above April sales. In the stores operating as usual, May sales of those items were down 0.1% from the April level.

• In the stores using the displays, the average size of each customer's total purchases was 9.1% higher in May than it was in April. In the stores operating as usual, the average size of each customer's total purchases in May was 0.1% under the April level.

■ Explaining the import of the test, J. N. Cooke, president of Glenbrook, emphasized that the displays not only boosted sales of the items displayed but also increased the sales of undisplayed drug items.

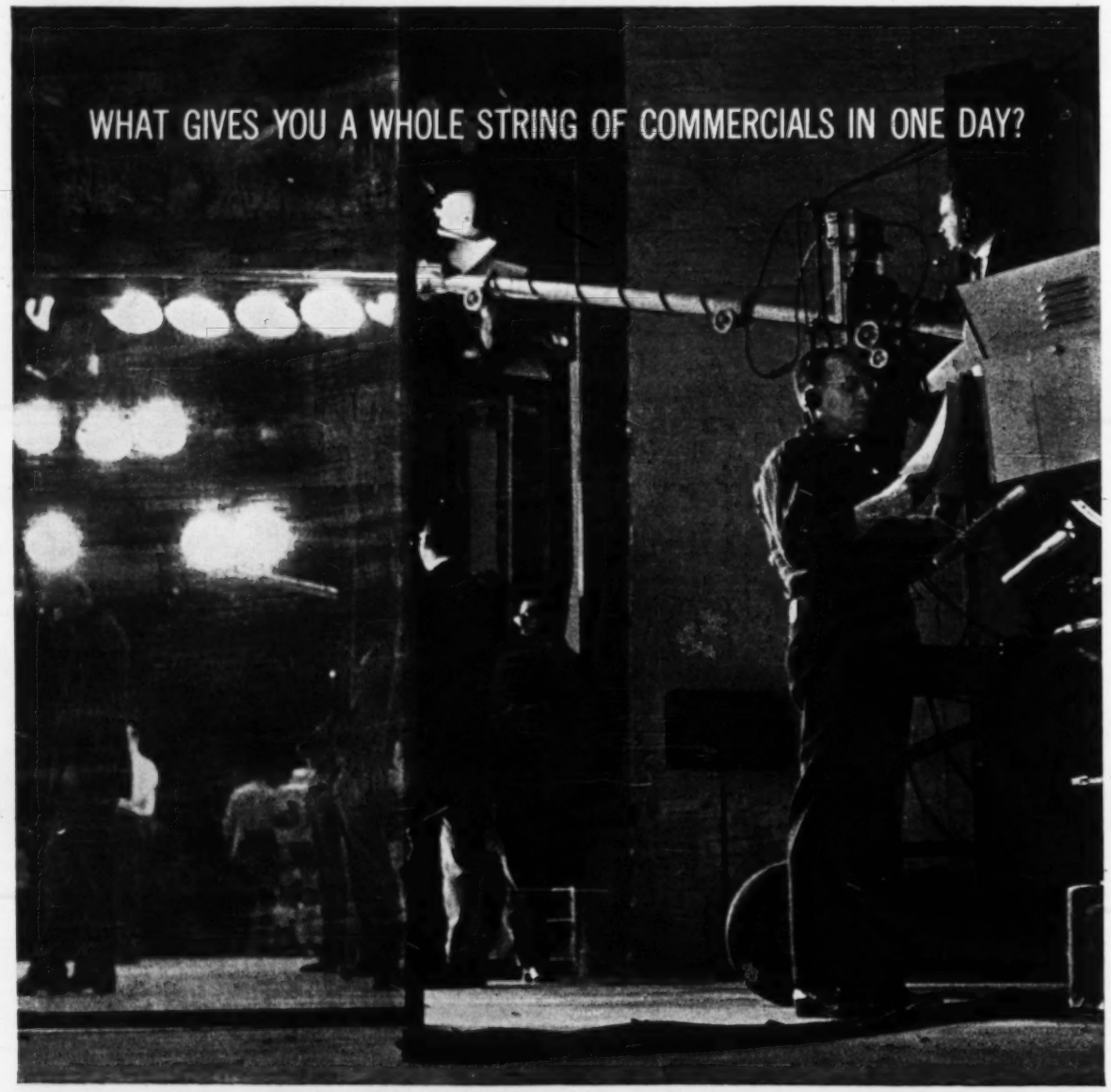
"Customers were slowed down in their hurried visits to their favorite drug store by the merchandising displays, reminded to buy the displayed products, then further reminded to buy other related products they weren't even thinking of when they entered the store," Mr. Cooke theorized.

The moral of the test, Mr. Cooke told the druggists, is this: "You can increase the average size of each sale made to each customer entering your store, increase the total dollar sales, and increase dollar profits, if you will properly display the top turnover, heavily advertised products."

The list of the 125 fastest-moving drug store items was developed by Glenbrook's researchers. The 125 items, by size and brand, are made by 33 manufacturers which, Mr. Cooke said, "spent $230,000,000 in 1958 alone to advertise these products." #

Sackheim Names Ernstin

Susanne Ernstin has been named research librarian at Ben Sackheim Inc., New York.



VIDEO TAPE MADE ONLY BY 3M

Rehearsal's over. The talent's ready.

The one-minute commercial goes on tape.

Then—in instants—the commercial's on the monitor, ready for approval. No time lost for processing. And no money wasted on expensive editing. Should a re-take be needed, another taping's done in just one minute.

Best of all, the taped commercial has "live" quality . . . you get a wider, truer contrast range and signal detail than has been possible by photographic recording . . . involving tolerances of three ten-thousandths of an inch.

Amazing video tape is made *only* by 3M . . . a product of the 3M Research that pioneered magnetic tape. You can rely on erasable, re-usable "SCOTCH" BRAND Video Tape.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

"SCOTCH" and the Plaid Design are Registered Trademarks of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1959 3M Co.

"PERMISSION TO COME ABOARD GRANTED!" use the SILHOUETTE MARK II in your advertising at the cost of a mere credit line!

If the deep blue sea is what you're after in that ad, include this popular sloop in your creative plans. The famous British built Silhouette Mark II is ready and freely available for your advertising photography use in 51 areas throughout the United States. Plan on it. Contact Mike Bruno, Publicity Director, SILHOUETTE MARINE LTD., 150 Spring St., New York 12, N. Y.

Boys' Life

2 MILLION

A new circulation guarantee in effect January, 1960

66% *more circulation than any other single youth publication*

We are proud to announce a new BOYS' LIFE circulation guarantee of 2,000,000 A. B. C. net paid, in effect with the January, 1960 issue. This is a milestone in the youth field. For the first time youth market advertisers can break the 2,000,000 circulation mark in one magazine–and it's a *real* magazine–full color editorial features, 680-line display size page, letterpress *and* gravure sections, top quality stock, and all the rest that goes to spell the kind of company your ads should keep.

You can now take the guesswork out of reaching the youth field. Starch reports that BOYS' LIFE gives you more male primary readers 10 to 17 than do Life, Look, the Saturday Evening Post, or Reader's Digest. BOYS' LIFE is the best way to reach youth, and you reach the best youth *in* BOYS' LIFE – 2,000,000 boys, 85% of them enrolled in the Boy Scout movement–the "joiners" and the "doers."

BOYS' LIFE is one of the few home delivered subscription publications in the youth field, and there is nothing that compares with the reader loyalty and dedication of a home delivered, personally addressed, magazine. This kind of devotion, especially among young people, is the same ingredient that builds advertising response.

BOYS' LIFE is "youth" all the way. It talks their language. Like the big, colorful triple threat feature on Mickey Mantle in the August issue–or last April's coverage of Lt. C. M. McClure's record 100,000 foot balloon flight–or this September's advance photo section on the U. S. missiles program.

Big, colorful and confident. That's what youth is and that's what BOYS' LIFE is. It's the book to buy to reach them, and a far better buy than ever before. This year's $3.21 cost per thousand drops to $3.18 with January's 2,000,000 guarantee–an 11% circulation increase with an accompanying 8.8% rate rise–continuing our policy of lowering page costs as we've grown.

CBS
TELEVISION
MISS AMER

36
24
36
62,000,000

These are the pertinent dimensions of the young lady from Natchez when she became the new Miss America on the night of September 12.

Because it happens at a time when a new television season is just beginning, this annual contest has come to be a measure of television itself.

The 62 million viewers who witnessed the coronation of Miss America (and the introduction of the new products of the Philco Corporation) constituted the largest audience in the history of the ceremonies.

At the time of the broadcast three out of every four television homes in the country had their sets turned on —*and two out of the three were watching Miss America.*

In the past year the number of television homes increased again—by 2%. *And the audience to this CBS Television Network broadcast was greater by 7%.*

These measurements of the first special broadcast of the new season reflect not only television's constantly increasing dimensions, but the ability of the CBS Television Network to continue to attract the largest audiences in television.

It is the first clear sign that the nation's viewers and advertisers will be getting more out of television this year than ever before.

CBS

Close as a clean shave to the

DAVENPORT METROPOLITAN AREA!

Davenport Newspapers ___ razor close to 272,600 Quad-Citians and their $6,384 E.B.I. per household ___ reach 100% of the Scott County, Iowa, population — plus substantial numbers in Rock Island County, Illinois — 7 days a week.

Circulating Davenport and Bettendorf, Iowa; Rock Island, Moline, East Moline, Illinois

NEWSPAPERS

Represented by Jann & Kelley Inc.

Copr. 1959 Sales Management Survey of Buying Power

Raymond Nelson, 52, Broadcast Pioneer, Agency Exec, Dies

NEW YORK, Sept. 29—Raymond E. Nelson, 52, broadcasting pioneer and advertising agency executive, died Sept. 25 at Flower Hospital here after a short illness.

At the time of his death, Mr. Nelson was associated with Gregory & House & Jansen, Cleveland agency. Previously, he had been a vp of National Telefilm Associates here and was in charge of its radio station, WNTA.

Born in Cleveland, Mr. Nelson attended Baldwin-Wallace University and Cleveland Law School and later did graduate work at Columbia University. He started his career in radio as program director of WJAY, and later was associated with several other radio stations in the Midwest.

After an interlude as an actor with the Empire Players and Provincetown Playhouse and as musical director of a light opera company, Mr. Nelson joined National Broadcasting Co. in 1937 as eastern production manager. In 1942 he was named director of daytime programs of WOR. The following year he became supervisor of television activities of Mutual Broadcasting System.

■ From 1944 to 1946 he was vp in charge of radio and television with the Charles M. Storm agency here. In the latter year he organized his own production company to serve agencies and broadcasters. In 1955 he became director of national spot sales for the Television Bureau of Advertising and early the following year became a vp of NTA, from which he resigned early this year.

He produced several hundred tv shows and launched the NTA network. He also lectured on tv advertising and merchandising at the College of the City of New York. An ardent hunter and fisherman, Mr. Nelson contributed articles to a number of outdoor magazines and was the author of several books on hunting and fly fishing.

He was a founder and first vp of the American Television Society and a member of the Radio Pioneers, Radio & TV Executives Society and the Lambs Club.

C. JOHN CROCKETT

TORONTO, Sept. 29—C. John Crockett, 52, eastern advertising manager of *Coronet*, died here Sept. 23 of a heart attack while on a business trip.

Mr. Crockett, following his graduation in 1928 from Geneva College, Beaver Falls, Pa., joined the advertising staff of the *New York Herald Tribune*. In 1938 he became a member of the newspaper's national advertising staff and in 1945 was appointed classified advertising manager.

He joined *Coronet* in 1949 as an advertising salesman and in 1951 was named eastern advertising manager.

He was a member of the New York chapter of the Sales Promotion Executives Assn. and was official photographer for the chapter.

LYNN STEINKE

MEMPHIS, Sept. 29—Lynn Steinke, 49, exec vp and treasurer of Rosengarten & Steinke, died Sept. 23 of a heart attack while playing golf at the Chickasaw Country Club.

On the seventh hole Mr. Steinke complained of being ill and went to the locker room. He was dead when an ambulance carrying him reached Methodist Hospital.

A native of Spokane, Wash., he formerly operated a commercial art studio in San Francisco. He came to Memphis in 1945, working successively as a commercial artist, agency art director and, since 1948, an agency executive.

For three years straight—1954 to 1956—he was honored by awards from the Affiliated Advertising Agency Network.

ARTHUR SPIRT

CHICAGO, Sept. 29—Arthur Spirt, 48, vp of program sales of National Telefilm Associates, New York, died Sept. 25 of a heart attack while on a business trip here. Mr. Spirt, who joined NTA early this year, had formerly been a vp of Gross-Krasne-Sillerman, tv film distributor, which was absorbed by NTA early this year.

Born in Waterbury, Conn., he started his career in the real estate business. Later he was associated with Television Programs of America and subsequently was a vp of Independent TV Corp., in charge of the central division.

...whose products will they buy?

Brand preferences of ½-million newly married couples can be influenced quickly and economically in favor of your product when it reaches them through Bridal-Pax, the controlled product-sampling service.

All the products needed by these young families... foods, drugs, cosmetics—or printed promotion for any qualified product... are personally delivered in the attractive Bridal-Pax kit, at precisely the right time, with the impact that creates a lasting impression.

Many distinguished companies are enjoying steady sales increases this unique, research-proven way.*

Regional or national distribution is available throughout the U.S. and Canada. For information about how to reserve this non-competitive sampling service for your product, phone or write now to: Bridal-Pax, Inc., 225 Lafayette Street, New York 12, New York. WAlker 5-9996.

**Fact Finders, Inc. survey*

BRIDAL-PAX
PRODUCT SAMPLING

Long after store hours, WCAU-TV's *"Late Late Show"* continues to do business for Philadelphia advertisers.

Each week the *"Late Late Show"* is seen by over 392,800 different Philadelphia-area families who stay up to enjoy top motion pictures from WCAU-TV's library of the finest Hollywood hits.

That's better than *667,800 unduplicated potential customers per week!* And at an unduplicated cost-per-thousand of only $1.05 when you use the economical *"Late Late Show" 7-Plan.*

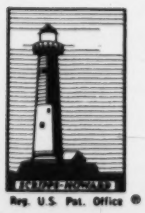
Open for *more* business in Philadelphia? Show your product on Channel 10's *"Late Late Show."* For details, call your CBS Television Spot Sales representative or . . . *CBS Owned Channel 10, Philadelphia* **WCAU-TV**

Source: ARB, Jan.-July 1959

OPEN FOR BUSINESS

New York's Largest Family Store Singles Out ONE Newspaper For A Special Campaign!

Macy's



Reg. U.S. Pat. Office

New York Worl
and
The Sr

A SCRIPPS-HOWARD

125 Barclay Street, New York 15,

Or Scripps-Howard General Advertising Office
Chicago • San Francisco • Detroit • Cincinnati •

New York World-Telegram
The Sun
A Cops Offer Aid
Pattern for a Princess
City Gives Beatrix
A Royal Welcome
The world is so full of a number of things
Macy's has MORE of just about everything

Full-page ads such as above projecting the theme "Macy's has just about everything" are appearing currently in the World-Telegram.

When the world's largest store makes a decision, it is backed by over 100 years of experience and achievement.

Macy's has just launched a unique advertising campaign which emphasizes the store's totality—its great quantities and variety of merchandise—"more of just about everything."

One newspaper among the many in New York was selected to carry this special schedule. *One* home-going newspaper, particularly, had proved it could attract great numbers of discerning families who earn more—and want "just about everything" that makes for better living.

The World-Telegram is the newspaper singled out by Macy's!

Macy's action typifies the confidence New York merchants have in the World-Telegram's ability to produce profitable sales. It makes crystal clear why this newspaper keeps on being *first in department store advertising among all New York weekday newspapers!*

d-Telegram

n

NEWSPAPER

. Y. • BArclay 7-3211

: 230 Park Avenue, New York City

Philadelphia • Dallas • Los Angeles

WHAT'S THE TREND IN TRENDS?

Make your ads make a name for you. Read ART DIRECTION, The Magazine of Creative Advertising. Each exciting issue gives you new directions in art, layout, type, photography. Tremendous idea and art source. ART DIRECTION has been helping Art Directors and Advertising Managers since 1949. Subscriptions are only $6 for 12 issues, $10.50 for 24.

Subscribe—**ART DIRECTION**

A14, 19 W. 44th St., New York 36, N. Y.

WCFL Will Again Carry Cardinals, N. U. Grid Games

Chicago Cardinals professional football games and all games of Northwestern University will be carried by radio station WCFL this fall. The Cardinals games, at Soldier Field this season, instead of Comiskey Park, will be sponsored by General Finance Loan Co., (Gordon Best Co. is the agency), General Cigar Co. (Young & Rubicam, New York) and Anheuser-Busch (D'Arcy, St. Louis).

Sponsors of the N. U. games, both at home and away, are Arrow Petroleum (William Henricks & Associates, Chicago) and Maremont mufflers (Waldie & Briggs, Chicago), as well as General Finance and General Cigar.

Tea Association Shifts Offices

Tea Assn. of the U.S.A. has moved its offices to 16 E. 56th St., New York. The new telephone number is MUrray Hill 8-1577.

how to build a fortune

Start with a single coin. Add another, and another, and another. Then you'll have a fortune . . . a *continuity* of coins.

You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity. It offers discounts with no increase in existing rates. The Continuity-Impact-Discount plan makes possible the most effective use of newspapers. Let your Branham representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

Trading Stamps Boost Ad Costs, Food Chains Told

(Continued from Page 3)

down slightly, to less than 1½¢ on the sales dollar.

Aggregate figures for all 56 chains showed gross margins of 20.48% of sales compared with 20.36% for 50 chains reporting in 1957. Net profit after income taxes was 1.4% of sales compared with 1.44% a year earlier.

In general, the report showed the small volume group of chains (under $15,000,000 in sales) outperforming the middle volume group ($15,000,000 to $75,000,000) and the large volume group (over $75,000,000) in increasing average sales per store and in increasing sales in identical stores.

■ The small volume group, unlike the others, was able to reduce expenses in 1958 as compared with 1957, and also reported increased profits after taxes. This success, according to Professor England, was due to these chains' ability to reduce expense ratios, especially payroll, and advertising, and to improve cash discounts earned.

Largest increase in expenses for the chains was registered by real estate, which climbed to 1.79% of the sales dollar from 1.66% in 1957. Payroll, up from 10.05% to 10.08%, continued to be the single most important expense item, representing 54% of all expenses.

Advertising, including stamp and tape plans, was the second largest item of expense. For large chains it represented 1.8% of expense on a combined figure basis and a median of 1.5%. The medium volume group experienced a 2.3% advertising expense ratio on both average and median bases, while the small volume group had a 2.1% ratio, in terms of both average and median.

■ In a special discussion of trading stamps, the report said expense ratios for advertising doubled over the four-year period chiefly because of increased use of stamp plans.

Special tabulations of cost data supplied by stamp-using stores showed costs attributed to stamps were about twice as high as costs for newspaper and other forms of advertising.

"The figures appear to indicate that stamp plans cost money," the report said. "They do not, of course, indicate what offsetting advantages the individual chains may have obtained from the use of stamps.

"It may be remarked, however, that for the chains included in this tabulation the percentage of the sales dollar absorbed by stamp plans costs was greater than the percentage of net operating gain reported by the entire sample in each of the volume groups participating in this study.

■ "If, as some observers believe, stamp plans have reached a near-saturation point for food chains, it will be particularly interesting to note what happens in the next two or three years to this item of expense. Special promotion devices have passed through cyclical changes before." #

Kay-Fries to Stein

Kay-Fries Chemicals Inc., New York, manufacturer of organic intermediate chemicals, has appointed Leonard Stein Advertising, New York, as its advertising agency. The account was formerly handled by Richard Lewis Advertising, New York.

does your advertising please everybody...

except the dealer?

LET'S FACE IT—the best ad campaign in the world can't live up to its promise without the enthusiastic support of the dealer. Fortunately, dealers are a reasonable bunch. All they ask in return for their support is a good product and good promotion. They say advertising should have some *local* flavor...that somewhere it should focus attention on the dealer by linking him directly with your product. If this link is missing, it's just another ad campaign to a retailer.

An effective local link: reflectorized highway displays.

Highway signs by National Advertising Company deliver a reminder message for your product or service—and can show the consumer where to *buy* locally. It is a proved way of maintaining local top-of-the-mind awareness and desire for your product or service.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

New TV Industry Unit Forming to Export Programs

(Continued from Page 3)

Muchnic, lawyer and former motion picture executive.

Mr. Fineshriber, former executive with Mutual Broadcasting System, National Broadcasting Co., Television Programs of America and Screen Gems, was retained as a consultant to the industry committee. Mr. Muchnic was retained as counsel.

The tv industry committee in charge of the project is headed by Merle S. Jones, president of CBS television stations. Other members are Herbert L. Golden, vp of United Artists Corp. and president of United Artists Television; Morris M. Schrier, representing MCA-TV; Edwin J. Smith, vp and director of international operations of ABC-TV, and Alfred R. Stern, director of international operations of NBC.

The committee said the proposed association would help program exporters deal with such problems as "foreign quotas and customs, foreign price ceilings on tv programs, remission of foreign currencies, and tariffs."

■ The move to establish this association follows a recent tour of the Far East by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and Oliver Treyz, president of ABC-TV. The two returned to the U. S. several weeks ago with the demand that the industry do something about promoting the freer flow of U. S. tv programs overseas.

Messrs. Goldenson and Treyz said U. S. tv programs are needed overseas to "join the battle of ideas between the free West and the Communist bloc countries."

Mr. Goldenson noted that there are now 27,000,000 tv homes outside the U. S. and that this number will grow to 100,000,000 within a few years.

Mr. Treyz pointed out that the earnings from sales abroad could be used to improve the quality of tv programs.

"There is much detailed and important work to be done," Mr. Treyz added. "The destiny of American television should be to serve all the people of the world. We cannot afford to settle for less."

'PR News' Awards Made

Public Relations News has bestowed ten annual awards for 1959 for outstanding public relations achievement. The winners are: Borden Co.; Bank of America; Frigidaire division, General Motors Corp.; Manufacturers Assn. of Syracuse; Northern Indiana Public Service Co.; Economic Development Administration of the Commonwealth of Puerto Rico; Seiberling Rubber Co.; Southern Pacific Co.; Theodore Roosevelt Assn., and Yonkers Raceway Inc.

Sule Moves to Baker

Sule Inc., Seattle cosmetic manufacturer, has appointed Frederick E. Baker & Associates, Seattle, to handle its advertising. At the same time the company announced that national distribution will be completed by November for its Belle Teinte brand cosmetic tablets. National consumer advertising is expected to start early in 1960.

Frank Long Joins McCann Unit

Frank H. Long, formerly marketing director of Bryan Houston Inc. and Blue Bonnet brand manager at Standard Brands, has joined Sales Communication Inc., a McCann-Erickson unit, as marketing executive on Coca-Cola Bottling Co. of New York and the chocolate division of the Nestle Co.

Ward Offers Book by Radio

Montgomery Ward & Co. is offering its fall sale book to Chicago radio listeners exclusively via the "Music Wagon" and "Supper Club" shows on WBBM. The sale book, a supplement to the company's catalog, normally is mailed solely to catalog customers.

Tangee Elects Carroll

John N. Carroll, vp in charge of Tangee cosmetic sales for the George W. Luft Co., New York, has been elected a director of the company.

COVER THE

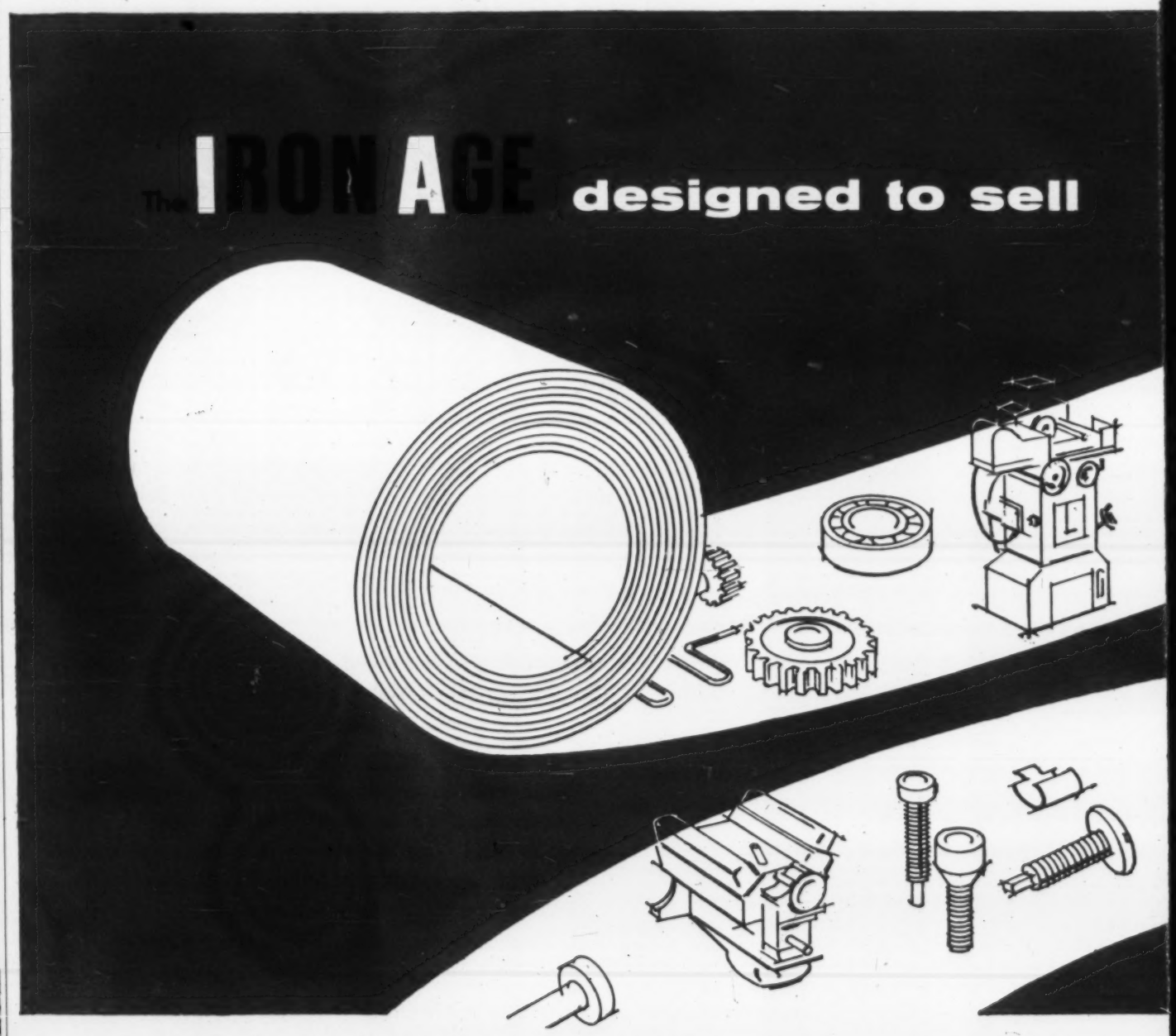
MAYOR and MANAGER covers the 7,683 (BPA) men who do the buying and planning for more than 6,000 U. S. communities with populations 1,200 or over. Show them how your product or service can help them do a better job and you've made a sale in the giant $35 billion municipal market.

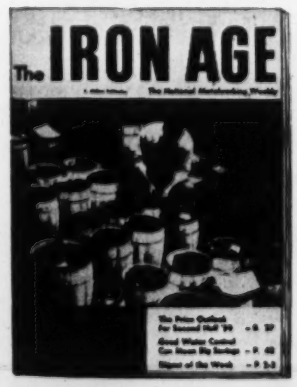
LAW and ORDER covers the 7,415 (BPA) police executives who buy $2½ billion worth of police equipment and supplies. An average total circulation of 12,834 (BPA) makes it the most widely read police publication! Cover this vital group at less than 1½¢ per contact.

BPA

MAYOR and MANAGER
LAW and ORDER

72 W 45th St. • New York 36, N. Y. • MU 2-8808





Gives readers interpretive news of the industry the week it happens.

Gives readers balanced reporting of news and technical features, gathered, evaluated and presented by a full-time staff of top-flight editors.

Gives advertisers market-geared coverage and penetration in plants accounting for 94% of metalworking's total buying power—those plants employing 20 or more plant workers.

Gives advertisers balanced coverage of metalworking's entire buying-specifying team—plus major coverage of buying influences in important secondary markets.

The Iron Age is published by Chilton, one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience and resources to make each of 17 publications outstanding in its field.

In keeping with Chilton policy, the staff of The Iron Age devotes full time to the publication, with the dual aim of continuing its editorial excellence and building its high-quality circulation. The result is a magazine *designed* to sell the vast metalworking market.

11 Stove Makers, Dealers Join East Ohio Gas in Drive

CLEVELAND, Sept. 30—The East Ohio Gas Co. is using all major local media in its Gold Star Day campaign to promote the sale of gas ranges.

The seven-week drive runs from Sept. 27 to Nov. 14. Eleven gas range manufacturers are tying in with ads of their own during the period.

The campaign was kicked off with a two-color spread, followed by four 100" ads in 19 daily newspapers in East Ohio's service area. Small-space ads are appearing in 76 weekly, suburban, labor and foreign language newspapers.

A 20-second tv film will be shown 150 times on seven stations, plus live demonstrations on East Ohio's 15-minute news show nightly on WEWS, Cleveland. The sound-track from the tv spot will be used for 1,000 radio spots on 119 stations in eastern Ohio.

In addition, more than 200 outdoor boards are carrying the Gold Star Days message, along with bus and truck cards and extensive point of sale material.

▪ The 11 participating manufacturers are running minimum totals of 220" of space apiece, over dealer signatures in newspapers throughout the area. The ranges featured are Caloric, Dixie, Hardwick, Kenmore, Magic Chef, Norge, RCA Whirlpool, Roper, Sunray-Grand, Tappan and Universal.

Ketchum, MacLeod & Grove is the East Ohio agency. #

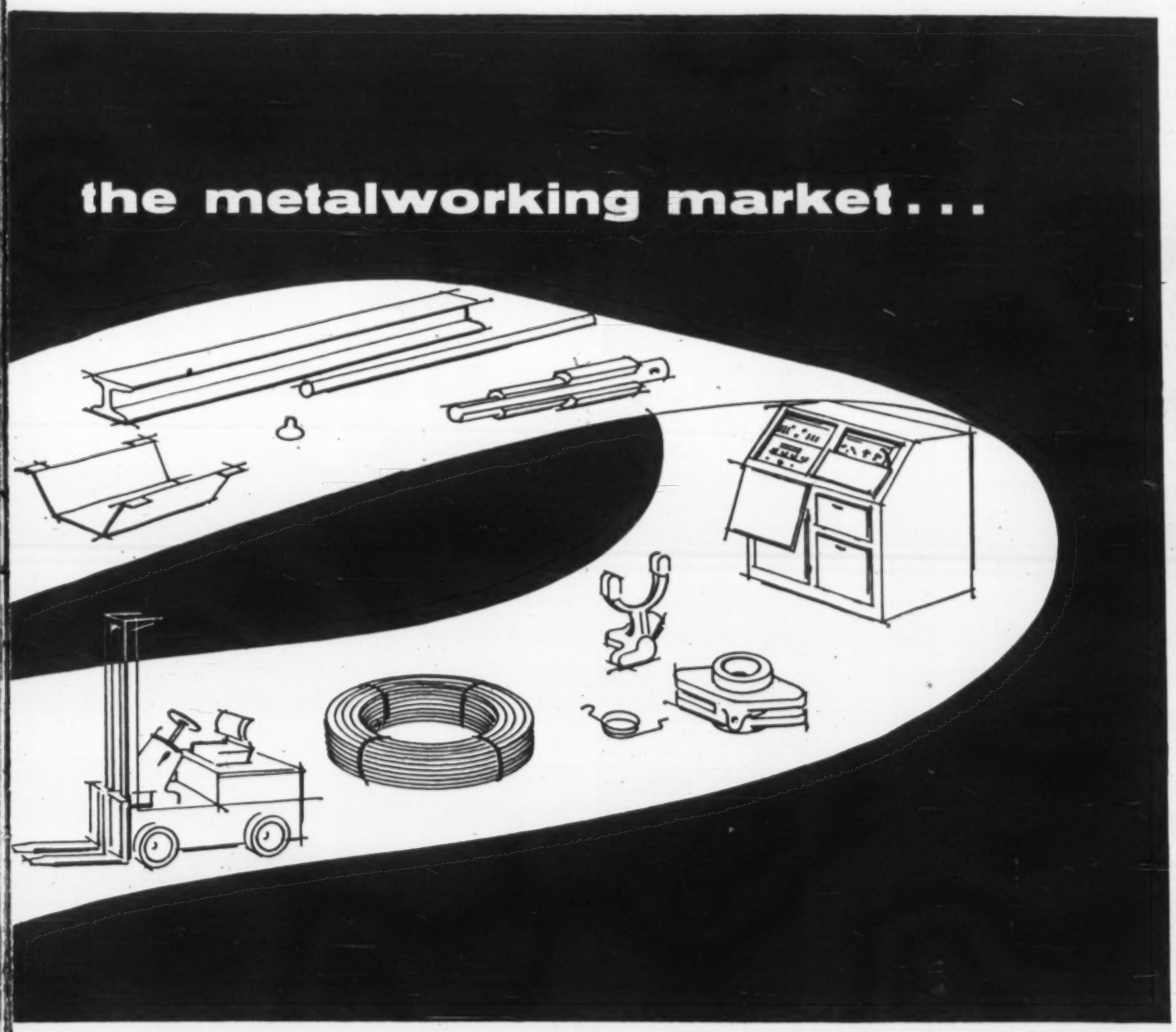
Brother Sets Magazine Push to Introduce 5 New Models

Brother International Corp., Long Island City, has scheduled a magazine campaign through the end of the year to introduce its five new sewing machines. One of the most important features of the new machines, the company believes, is an automatic buttonholer. To focus attention on it, Brother has planned a national contest for the best names for the buttonholer. Prizes will be a two-week trip to Paris and merchandise. Ads will be b&w half pages in the October issues of *Good Housekeeping*, *Life*, *McCall's* and *Parents'*. A contest kit is available to dealers.

Two-color half-page ads will run in the same four media during November and December, promoting all five new models. Fletcher Richards, Calkins & Holden, New York, is the agency.

Bonnie-Lan to Venet

Bonnie-Lan Inc., maker of laundry products, has appointed Venet Advertising, Irvington, N. J., to handle advertising, merchandising and public relations. Ben Bliss & Co. is the previous agency of record.



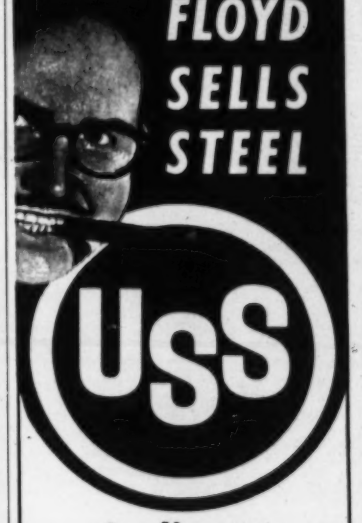
Chilton COMPANY

Chestnut and 56th Streets • Philadelphia 39, Pennsylvania

PUBLISHER OF: Department Store Economist • The Iron Age • The Spectator • Automotive Industries • Gas Hardware Age • Boot and Shoe Recorder • Butane-Propane News • Electronic Industries • Aircraft and Missiles Jewelers' Circular-Keystone • Optical Journal & Review of Optometry • Distribution Age • Hardware World Motor Age • Commercial Car Journal • Product Design & Development • Business, Technical and Educational Books

THAT HELLUVA SALESMAN

FLOYD SELLS STEEL



Audience identification of this trademark jumped

41.8%

after exposure on

Kel-O-Land's TV Hookup!

(as reported in Television Magazine)

THE FERTILE TEST MARKET OF MAJOR INDUSTRIES

KELO-LAND HOOKUP CBS ABC NBC

KELO tv SIOUX FALLS; and boosters

KDLO tv Aberdeen-Huron-Watertown

KPLO tv Pierre-Valentine-Chamberlain

General Offices: Sioux Falls, S.D.
JOE FLOYD, President
Evans Nord, Gen. Mgr.
Larry Bentson, Vice-Pres.

REPRESENTED BY H-R
In Minneapolis by Wayne Evans & Assoc.

This Week in Washington . . .

U.S. Chamber Hits Proposed Tax Rule on Ads as 'Censorship by Taxation'

By Stanley E. Cohen
Washington Editor

WASHINGTON, Oct. 1—The new Internal Revenue proposal on tax treatment of institutional advertising hasn't ended the debate. Experts generally regard the new draft as a big improvement over any that have been offered in the past; but they think there is still much to be desired.

Advertisers gain, because the rule spells out for the first time the kinds of "opinion" advertising which are immune from attack by the tax collector. Ads which express opinions on social, economic or financial matters get official recognition, so long as they are not directed at specific items of pending legislation.

On the other hand, the revenue people have carved a nice slice for themselves. Elsewhere in the regulation they have pinned down what has already been affirmed in recent Supreme Court decisions: That ads which seek to influence legislation or elections are not deductible even if the survival of the business itself is at stake.

■ This last point is one which many business men have trouble swallowing. The U.S. Chamber of Commerce is telling its members the net effect is "censorship by taxation." Other experts, confronted with Supreme Court decisions, say, "It may be legal; but that doesn't make it right."

Oct. 19 is the deadline for comment on the new rule.

Stronger Ban on Pornography

Postmaster General Arthur Summerfield is trying to rally public opinion behind his drive for stronger legislation to get pornographic filth out of the mail.

In a series of recent speeches he has estimated that as many as 1,000,000 children a year get offers of lewd material from organized purveyors of filth. He reports that the Post Office Department got 50,000 complaints from indignant parents in fiscal 1958 and 70,000 in 1959.

Although postal lawyers report increasing success in pornography cases, Mr. Summerfield complains the courts are still inclined to let offenders off with light sentences. He wants the public to demand stiff sentences for offenders, and he would like increased pressure on Congress for new laws which would make it easier for his department to make its obscenity charges stick.

Reducing Bread Claims Probed

Both the Federal Trade Commission and the Food & Drug Administration are looking into "weight reducer breads." FTC was first over the starting line, with a complaint charging false advertising for Slender-Way bread, a Safeway product. Meanwhile, Food & Drug inspectors have been visiting some of the producers of reducing breads, as part of their organized campaign against "mislabeled" weight reducers.

In its complaint against Slender-Way bread, FTC says the name itself is misleading. According to FTC, "Contrary to Safeway's radio, television and newspaper advertisements, the product is not a low calorie food; [it] does not have fewer calories than ordinary bread, and eating it will neither cause weight reduction nor prevent its gain."

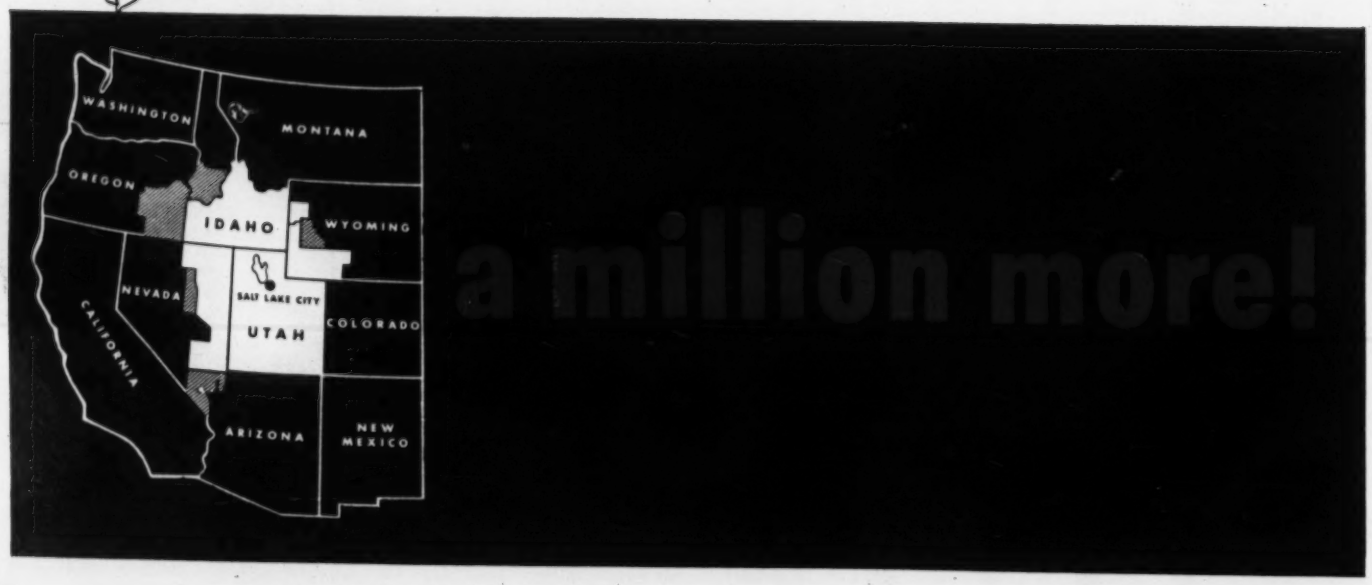
Nets' Rep Role Is Danger Spot

That consent settlement requiring National Broadcasting Co. to sell its Philadelphia radio and tv stations hovered over the hearing room this week as Philco went before the Federal Communications Commission to argue that NBC should not get a license renewal for its Philadelphia stations.

Philco contends it is at a competitive disadvantage because RCA gets free publicity from NBC stations. But with the Justice Department permitting NBC to retain the stations for at least another three years, Philco had an unexpected complication to contend with.

Monday morning quarterbacks also wondered about the section of the decree which limits NBC's freedom to become sales rep for additional affiliates. Some say this indicates tacit approval for existing network rep setups. But the Justice Department version is that it leaves the rep issue unsettled, while registering notice that the anti-trust division regards it as a danger spot.

make no mistake about Salt Lake . . . there's more to SALT LAKE than Salt Lake



As the only metropolitan city between Phoenix and the Canadian border and Denver and the Pacific Coast, Salt Lake with its nearly half-million persons, is the control point for this entire area and is recognized as such by the U. S. Dept. of Commerce.

When you buy Salt Lake's two metropolitan newspapers, you reach and sell nearly a half-million Salt Lakers PLUS A MILLION MORE prosperous prospects in "outer" Salt Lake — a mighty good market buy anywhere!

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune (MORNING & SUNDAY)
DESERET NEWS AND Salt Lake Telegram (EVENING)

Represented Nationally by MOLONEY, REGAN & SCHMITT, Metro Comics Network.

Freeman Named Senior VP

James J. Freeman has been elected a senior vp of Adams & Keyes, New York. He has been a vp and executive committee member since the agency's formation in March as a merger of Burke Dowling Adams Inc. and St. Georges & Keyes, and had been a vp of the latter agency since 1952. Charles W. Schiess, comptroller, has been appointed assistant treasurer. Before the merger he was treasurer of St. Georges & Keyes.

James J. Freeman

'Milhado Rate List' Gives Foreign Print Media Data

A new edition of *Milhado Rate List* dated September, 1959, has been published by Albert Milhado & Co., 140 Cromwell Rd., London S.W. 7. It lists newspapers, magazines and trade journals in about 30 countries of continental Europe and Asia.

Each publication listing includes scope, circulation, frequency, and ad rates. The publisher notes that this new listing reflects a shift by many continental newspapers from the line to the millimeter system of measurement.

'Electronic Design' Cuts Rates

Effective with its Oct. 28 issue, *Electronic Design* will offer advertisers four-color process for about 35% less than its present price, according to Hayden Publishing Co., the publisher. Hayden hasn't quoted a four-color price in print but says it has on occasion quoted $820 to $890 for a four-color page depending on special situations. The new price of $525 is approximately 35% below the previous oral quotes, the publisher says. The periodical will run at least six color issues in 1960.

D'Oench Brothers Buy Daily

Woodbridge A. D'Oench and his brother, Russell G. D'Oench Jr., have purchased the *Press*, Middletown, Conn., for an undisclosed price. Woodbridge D'Oench, former assistant to the controller of the *Hartford Courant*, will serve as publisher and Russell D'Oench, formerly with the *Standard* and *Register-Leader*, Sunnyvale-Mountain View, Cal., will serve as editor.

James Gallagher Moves

James J. Gallagher, formerly with G. M. Basford Co., has joined Palmer, Codella & Associates, New York, as a public relations account executive.

New York is something old. New York is everything new. New York is 5 million families growing, wanting, needing, buying. New York is the New York Times. New Yorkers live by it. It serves them with the most news. It sells them with the most advertising.

'Cut-in in Cut-out Area' Enters Language . . .

Best Foods Uses 'Riverboat' Shuffle for Allocation of Brands on TV Show

National-Regional-Local Distribution of Various Brands Creates Problems

NEW YORK, Sept. 29—This season's award for tv juggling should go to the Best Foods division of Corn Products Co. This sponsor has the unenviable job of fitting six products—most of which do not have sufficient distribution to support a national commercial—into the intermission breaks on "Riverboat."

Masterminding the assignment is Bruce Hamilton, an ad group manager at Best Foods. Working with him is a Lennen & Newell staff headed by Harry Renton. Four agencies have products on the show, but L&N is the agency of record for the program.

Money to support this new NBC hour show on alternate weeks is coming from the budgets of six products; others may be added later. So far on the list are Mazola salad oil, Nusoft fabric softener rinse, Skippy peanut butter, a mayonnaise marketed as Hellmann's in the East and as Best Foods in the West, Karo syrup and Niagara starch.

■ Of the half dozen, only Mazola and Nusoft have national distribution.

Skippy doesn't cover the Southeast (with the exception of five areas, which can afford the show and are therefore "cut-in in the cut-out area").

The middle of the country is out for the company's mayonnaises. "Sure we have some mayonnaise business in the middle of the U. S., but television is too costly for our mayonnaise there," Mr. Hamilton said. "You don't fire a cannon to shoot a mouse."

To carry this even further, the Northeast is not in the Karo territory, and Niagara doesn't cover the West. It takes a problem like this to show how regional a national manufacturing business can be, Mr. Hamilton pointed out.

■ Mr. Hamilton tackled his problem by making up five maps of the U. S., each showing the distribution pattern of a "Riverboat" advertised product. (There are five maps, not six, because nationally pushed Mazola and Nusoft share a single one.)

For demonstration purposes throughout the company and its multi-agency lineup, he uses a larger map. There is a plastic sheet put over this map to indicate the advertising-distribution area for each "Riverboat" product.

Other products may be brought into play on the show after the first of the year if the program is a hit. It did not open to good reviews. So far this expensive vehicle is sustaining on Best Foods' off week; the company's Best Foods' commitment is for the first 13 weeks. Best Foods has given NBC an okay to sell short-term commitments on the off weeks, but it will not be bothered with exchanging major-minor commercials with such short-run co-sponsors.

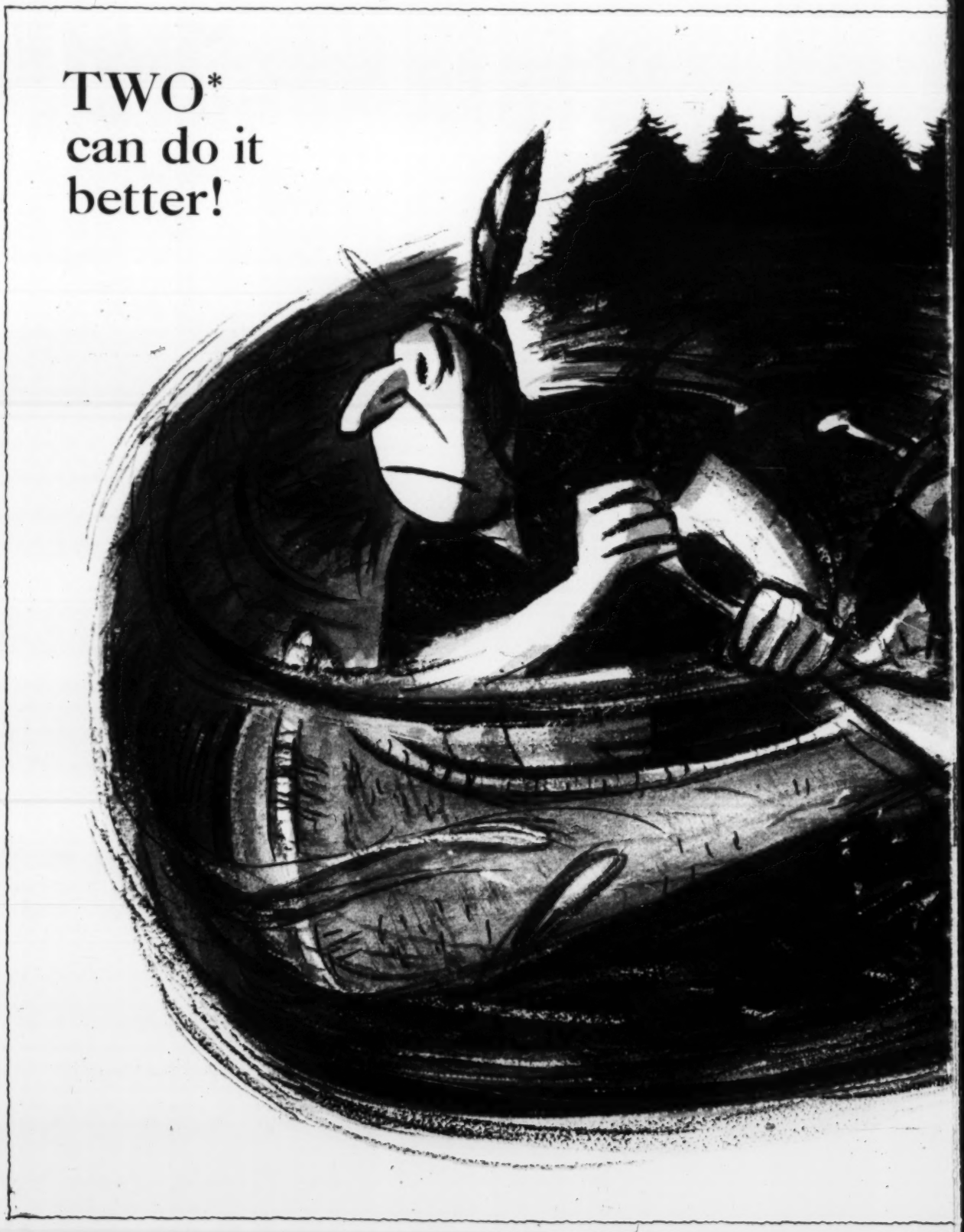
This is how the "Riverboat" authorized commercial allocation by region and brand looked for the Sept. 20 telecast:

Commercial Position	Northeast	Central	Southeast	Southwest	West
1	Skippy	Skippy	H. Mayonnaise	Skippy	Skippy
2	Mazola	Mazola	Mazola	Mazola	Mazola
3	Nusoft	Nusoft	Nusoft	Nusoft	Nusoft
4	H. Mayonnaise	Niagara	Niagara	Niagara	B.F. Mayonnaise
5	Skippy	Skippy	Nusoft	Skippy	Skippy
6	Mazola	Mazola	Mazola	Mazola	Mazola

In the case of commercials No. 1 and No. 5 it was a bit more involved than this table shows. Nusoft and Hellmann's were in for the Southeast, except in Nashville, Atlanta, Richmond, Norfolk and Miami areas, where Skippy cuts-in in its cut-out area. ("We think we've created a new term in this "cut-in in the cut-out area'," Mr. Hamilton remarked wryly.)

■ The commercial position and product lineup are given for the Sept. 20 show because the table of product appearances isn't set yet for the next show, on Oct. 11, though Karo probably will be getting into the act that week. Other products may be moved in and out later "like football players."

■ These regional cut-ins add up to quite an additional item on the budget. First, the company must pay for the extra AT&T facilities required to make them. For example, Mr. Hamilton estimates that it costs approximately $1,000 to cut out the Southeast from the Skippy area and insert another commercial—say for Hellmann's



There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

mayonnaise.

This doesn't take into consideration how much it costs to cut in for the Skippy commercials in those five Skippy islands in the Southeast.

Besides the facilities charges, there also are additional film expenses involved in this type of operation. It takes more prints of every commercial to handle the regional originations.

For example, a Skippy commercial goes to most of the country, but it is not telecast from a single copy of the print. New York originates the commercial for the Northeast (Skippy) and the Southeast (mainly Hellmann's, typically). The Southeast then feeds to the Southwest regional hookup. All of which explains why the Best Foods admen are hoping the New York engineer doesn't push the wrong button.

Chicago originates the same Skippy commercial for the central zone, and Los Angeles sends it out to the western territory. The regional originations are being used even in the case of commercials for nationally slotted products to keep the cut-in routine in slick working form.

■ Another potential dilemma for a show such as this one—that is, a program that is going fully sustaining half of the time—is station clearance. But Mr. Hamilton said Best Foods has done very well at getting clearances, except in some smaller markets, where the stations can't afford the expense of carrying an hour a week with no advertiser. #

Krambo to Campbell-Mithun

Krambo Food Stores, Appleton, Wis., subsidiary of Kroger Co., has appointed Campbell-Mithun to handle its advertising. Campbell-Mithun is also the Kroger agency.

F&S&R Resigns Two S. F. Accounts; Makes Appointments

SAN FRANCISCO, Sept. 29—The San Francisco office of Fuller & Smith & Ross has terminated relations with the Thornton Canning Co. and the Podesta Baldocchi flower shop.

The account resignations follow the resignation from F&S&R of Robert B. England. Gibson Wine Co., which also was served by Mr. England, was resigned by the agency several months ago.

Richard D. Cross has been named account executive on the Reynold C. Johnson Co. account. Johnson is Volkswagen distributor for Northern California. Mr. Cross, formerly with Eastman Kodak Co., Rochester, and Geer, DuBois & Co., New York, joined the agency several months ago.

F&S&R also announced appointment of Joseph E. Fanelli Jr., formerly with Benton & Bowles, New York, as media director in the San Francisco office. #

Dozier Joins Screen Gems

Another member of the old Hubbell Robinson programming team is leaving CBS-TV. Latest to resign is William Dozier, program vp, to join Screen Gems, New York, as vp in charge of West Coast activities. Guy Della Cioppa, now vp and program director for network programs in Hollywood, has been named to succeed Mr. Dozier.

HIGHLY competitive Los Angeles got you going around in circles? Then look at the *two*-fold advertising advantages offered by CBS Owned Channel 2:

One: KNXT's "quantitative" leadership. Month-in, month-out, KNXT is Southern California's number one station . . . with a current 18% audience share lead over the nearest competition (Nielsen, July '59). In addition, there's . . .

Two: KNXT's "qualitative" leadership. Audience reaction to each of the seven Los Angeles television stations—*and the products advertised on these stations*—varies drastically, according to the results of a major new depth study.† For example, when 600 Los Angeles viewers were asked to mention the station "most likely" to carry advertising for products that inspire *confidence* and *trust*, 45% of the respondents named KNXT! That's 61% more votes than for the second station . . . and 10% more votes than for the other two network stations *combined!*

Cost-per-thousand important? Of course! But equally important is cost-per-thousand *what*. One Los Angeles station delivers both the *most viewers and the most responsive viewers* . . . KNXT. Write for your copy of the study which demonstrates beyond doubt that, in Southern California, not only the biggest audiences but the *best audiences* are on Channel 2.

†*Conducted by the Institute for Motivational Research, Inc., in association with Market Planning Corporation, an affiliate of McCann-Erickson, Inc.*

CBS OWNED *KNXT 2 LOS ANGELES

REPRESENTED BY CBS TELEVISION SPOT SALES

YOU **KNOW** ABOUT THE

CATHOLIC INSTITUTIONAL MARKET!

Then you already know of its size and many distinguishing features: You know that $5,000,000,000 is spent annually for the construction, renovation and maintenance of Catholic institutions. You know how easily identifiable the buying authorities are, too. And you surely know how thoroughly and ably Joseph F. Wagner, Inc., delivers this lucrative market to advertisers in its three outstanding publications.

You know, for example, how CATHOLIC BUILDING AND MAINTENANCE reaches all the buyers and buyer influences in the 64,000 Catholic institutions with the oldest and most influential voice in the field six times yearly.

You know how well THE CATHOLIC EDUCATOR serves the vast Catholic educational market which represents 13% of all the schools in America with 5,000,000 pupils currently enrolled.

And you know the excellence of THE HOMILETIC AND PASTORAL REVIEW, which for sixty years has been the favorite magazine of the all important Catholic pastors and enjoys the largest paid circulation of any magazine in the field.

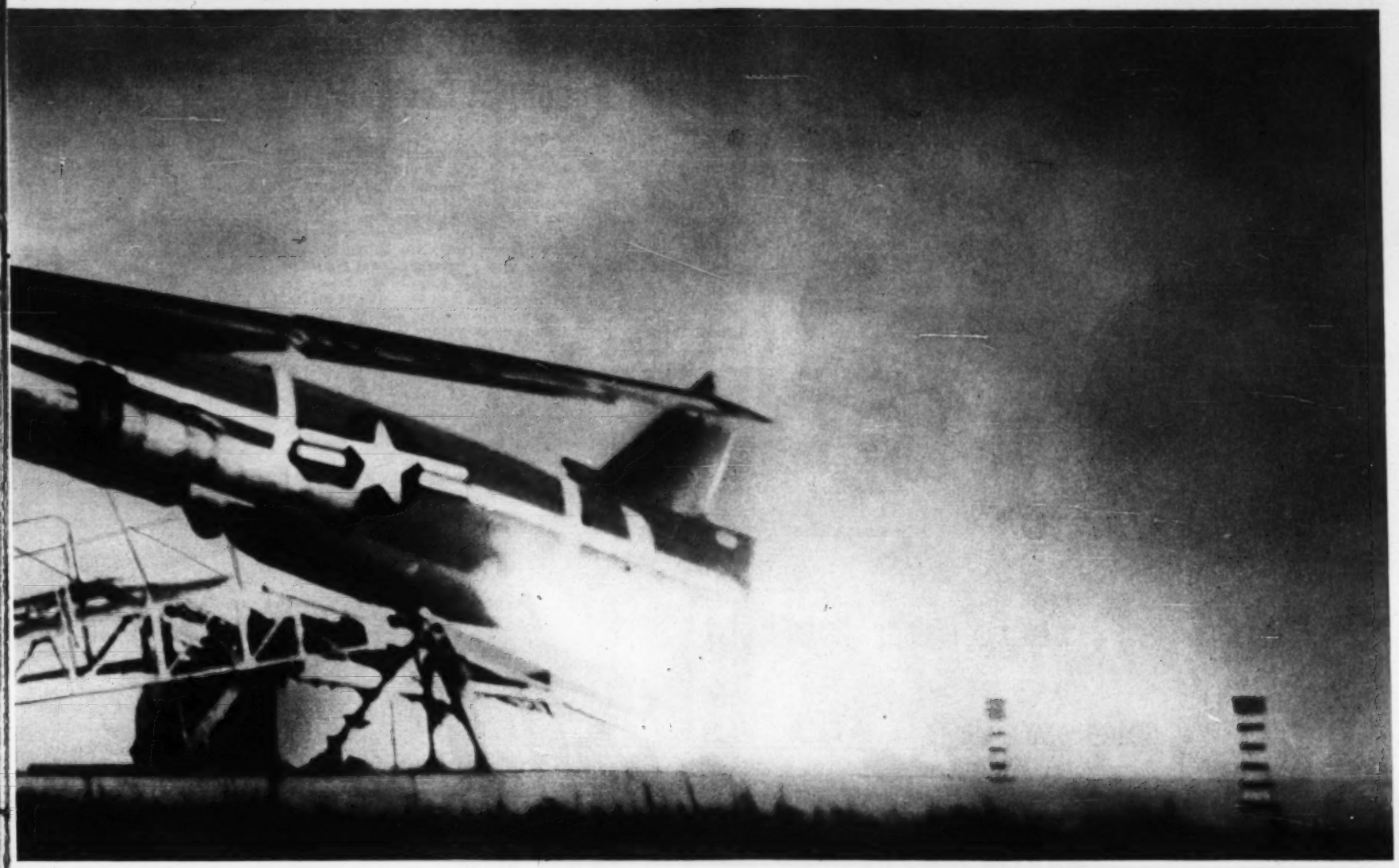
However, if you wish more information about the vast CATHOLIC INSTITUTIONAL MARKET, simply give us a call. Joseph F. Wagner, Inc. being the oldest and largest exclusively Catholic publisher in the country is well equipped to fill you in on the facts.

JOSEPH F. WAGNER, INC.
Publishers Since 1898
53 PARK PLACE, NEW YORK 7, N. Y.

Write for
. . . . **MARKET REPORT NO. 104**
THE CATHOLIC INSTITUTIONAL MARKET
What it is and How to Sell it.

"I didn't know they

reports a Quality Control Engineer, Missiles Manufacturer. "I'm seeing their representative this week, and will order some."



had this new gauge till I saw the ad,"

This is a *direct quotation* from a McGraw-Hill subscriber. His answer to the question of how he responds to advertising, just as the other direct quotations here, comes from continuing readership studies. These studies show the kinds of buying action stimulated by advertising in McGraw-Hill publications.

"This ad shows something we need, and contemplate buying. I'm going to investigate it, and discuss it with the Board."
President, Mining Company

"Having read the ad, I expect to contact their local man and arrange for a demonstration."
Shop Superintendent, Common Carrier

"The ad caught my eye, so I wrote for and received samples. Now we're going to order some."
Vice President, Food Manufacturer

"After I saw the ad, I went over it with my boss. He will get in touch with them."
Air Conditioning Engineer, Electric Motor Manufacturer

"I just ordered some. We've used their product, and the ad served as a reminder we needed more."
Purchasing Agent, Plastic Parts Manufacturer

"We made a $4,000 purchase from them as a result of their ad."
Chief Engineer, Contracting Company

"I've been looking for improvements, and this ad shows what I want. I'll certainly put in a trial order."
General Foreman, Industrial Equipment Manufacturer

"I sent for information on the ad, and will get it to our engineers. We're definitely going to try this."
Vice President, Truck Trailer Manufacturer

Advertising is a primary tool in selling to business and industry. It will contact prospects, arouse interest, create preference . . . help keep old customers sold. Thus your salesmen have more time for the important jobs of making specific proposals and closing sales.

Advertising *concentrated* in those McGraw-Hill publications serving your major markets *helps to sell* your products and services. Your McGraw-Hill representative will be glad to furnish additional evidence of buying action you can stimulate among more than a million key men in business and industry who pay to read McGraw-Hill publications.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

Delivers your full page ad into 100,000 Lutheran Homes for less than

2/5 of one cent per family

This Day

The Christian family magazine read with thoroughness* and believability

*A recent survey revealed that 52.2% of the subscribers spend 2 to 3 hours reading THIS DAY magazine.

Let us mail THIS DAY to your home. Just send your name and address.

This Day
Concordia Publishing House
3558 S. Jefferson Ave., St. Louis 18, Mo.

Knomark Breaks Contest Campaign

NEW YORK, Sept. 29—Esquire shoe polishes will be promoted this fall by "a record $1,000,000 advertising campaign" including network radio, spot tv and three pages in *Life*, continuing the "Man in command" motif introduced last spring (AA, March 30).

This is the first year that Knomark Inc., the Esquire manufacturer, is using spot tv; this left the company without the kind of merchandising programs it has had in previous years, when it was able to merchandise tv personalities it sponsored.

■ Instead, the company will break a contest Oct. 1 with two-color ads which ask the reader to "Guess how many people will see the fall '59 Esquire tv spots." Business papers and direct mail will promote the contest, which offers 100 prizes, topped by a round trip for two to Europe, aboard the S.S. United States.

■ The contest spread lists clues which not only help the contestant but at the same time sell him on the fall ad drive, according to Richard Lockman, senior vp and Esquire account supervisor at Mogul Williams & Saylor, the Knomark agency. This ad will run in *Boot & Shoe Recorder, Chain Store Age, Drug Topics, Progressive Grocer* and *Shoe Service*, and also will be promoted in a direct mail drive.

The spot campaign will cover 47 markets with between six and 22 announcements weekly through November. Radio coverage will use more than 300 stations of the Mutual Broadcasting System.

■ Elsewhere in Knomark Inc. unusual activity took place last weekend. At 9:30 a. m., local time, on Saturday, Sept. 26, the company's president, Irving J. Bottner placed a call to 2,000 food brokers in 81 cities to tell them of marketing, merchandising and advertising plans for Esquire Spray Shine, now getting initial distribution in drug, supermarket and variety stores.

Mr. Bottner spoke to the various brokers from a sales meeting at the Savoy Hilton Hotel, and at the conclusion of his 30-minute talk, the line was open for questions. Those receiving the call had been alerted to expect it. Total cost for this stunt is reported at $5,000.

The Spray Shine expansion will be backed with a $500,000 budget, according to the company, which will include printed media, tv spots and what is described as aerial "spectaculars." #

DRIVE ON—*Narragansett Brewing Co.'s floorstand for retail outlets resembles one of the new small cars, and has space for two cases. The corrugated display was produced by Interstate Boochever, Fairlawn, N. J.*

Black, Little Adds Darivite

Golden Valley Laboratories, Trenton, N.J., has appointed Black, Little & Co., Newark, to handle advertising for Darivite vitamin food supplement marketed through milk dealers.

Aledort Named EWRR VP

Robert Aledort, research director of Erwin Wasey, Ruthrauff & Ryan, has been appointed a vp.

excitement!

is where you find it...

...and *nowhere* on Chicago television will you find the kind of exciting programming WBKB gives you! WBKB was Chicago's *first* channel and it's *still* first in special community events coverage in this dynamic, exciting, big-buying market! Yessir, whenever there's something exciting going on around here, Chicagoans *automatically* tune in Channel 7. They *know* only WBKB serves the public with on-the-spot coverage of exciting events like these:

Excitement! The Pan American Games...exclusive daily program coverage!

Excitement! The National Clay Courts Tennis Championships at River Forest!

Excitement! Illinois State High School Basketball Championship Tournament!

Excitement! World's richest open golf tournament at Gleneagles!

Excitement! The Illinois State Inquiry into the Orville Hodge Scandal!

Excitement! The Eve of the visit of Queen Elizabeth...exclusive special program!

Excitement! The Annual St. Luke's Fashion Show...one of society's most glittering events!

These were exclusive WBKB telecasts. But what happened when WBKB participated in the pool telecast of the arrival of Queen Elizabeth? WBKB carried off by far the top ratings! Why? Chicagoans *automatically* turn to WBKB for excitement!

If you want Chicagoans to grow more *excited* about *your* product, plant it in the flourishing climate of the *excitement* station...WBKB!

WBKB the excitement station, channel 7

owned and operated by the ABC Television Network

FIRST AGAIN

At the end of the third quarter, Newsweek again leads the newsweekly field in number of advertising pages.*

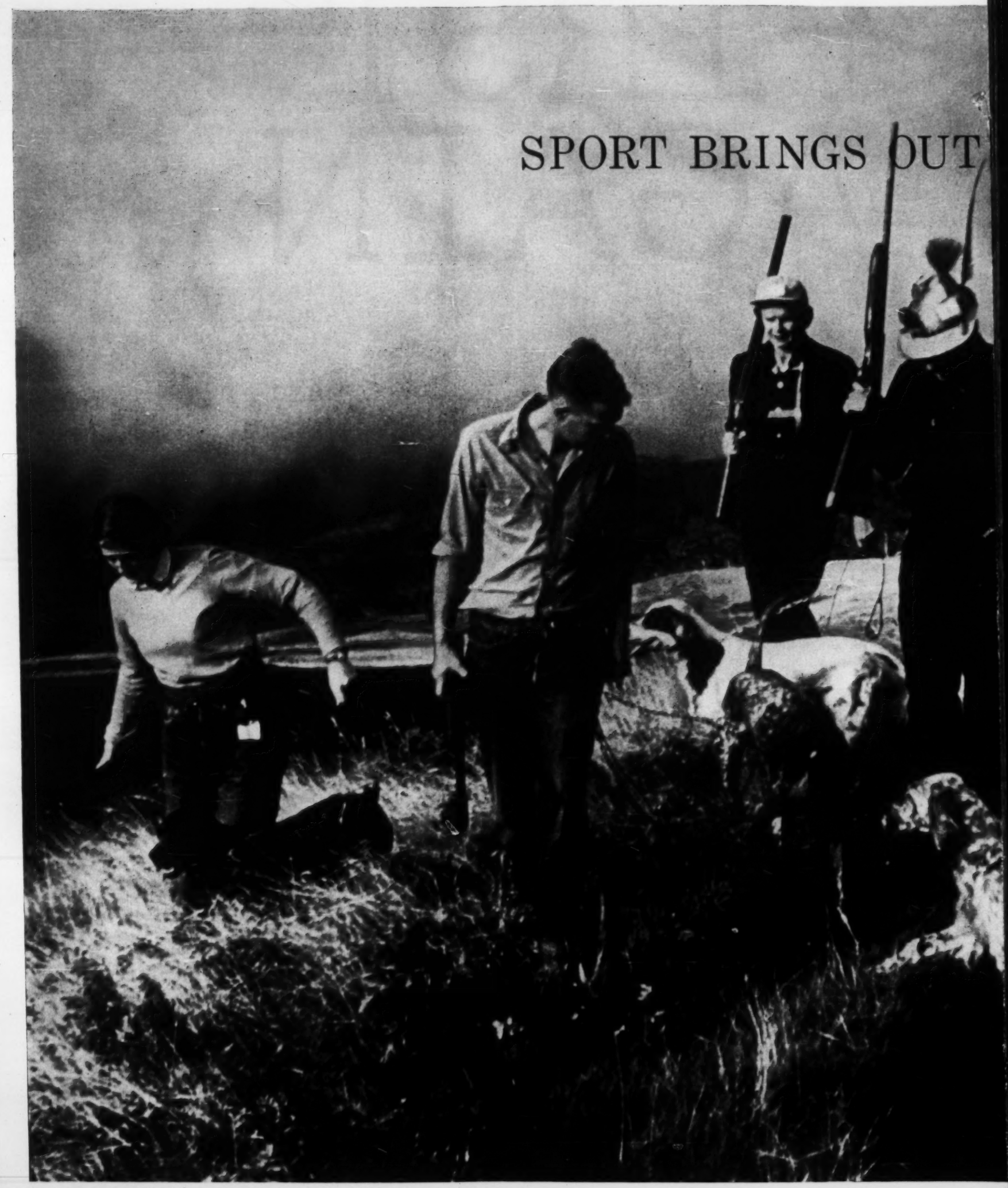
First 9 mos. 1959

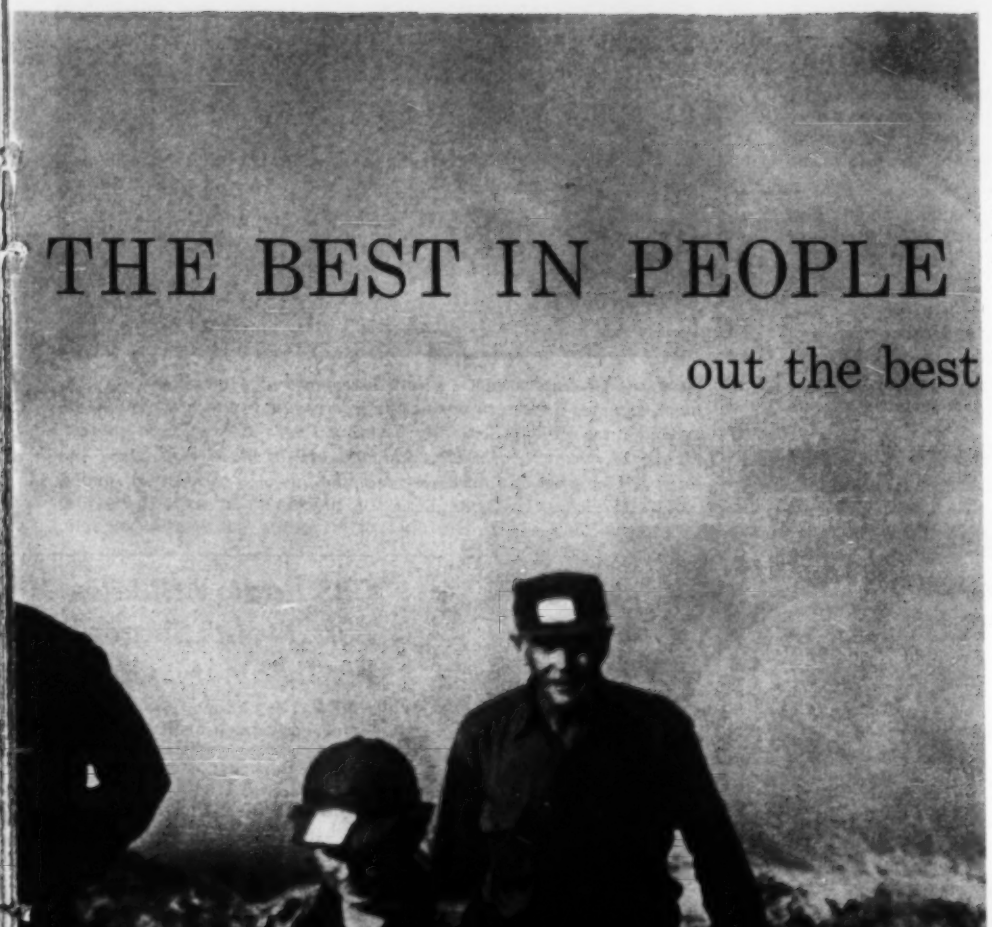
	*ADVERTISING PAGES	
	First 9 months 1959	12 months October 1958 thru September 1959
NEWSWEEK	2170	2916
TIME	2084	2813
U. S. NEWS & WORLD REPORT	1939	2604

*PIB: All figures through August 1959.
September 1959: Publisher's estimate

The <u>different</u> newsweekly for communicative people

P.S. - Newsweek is also: 1st in page gains, and 1st in number of new accounts

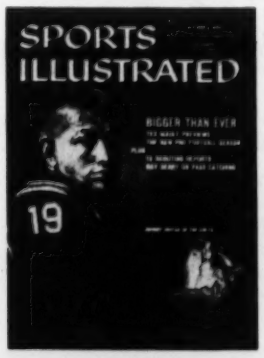

SPORT BRINGS OUT



PHEASANT HUNTING IN HAWAII—TONI FRISSELL

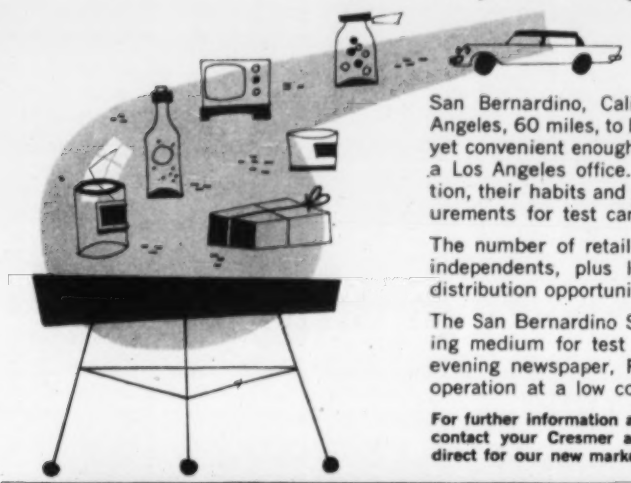
THE BEST IN PEOPLE and Sports Illustrated brings out the best of people . . .

900,000 families of them every week. This is the fastest growing quality market in America—the families for whom sport is an essential of family well-being, a way to recharge their spirits for the demands of successful living today . . . In five years, the number of U.S. families with $10,000 incomes and over has doubled. SPORTS ILLUSTRATED's circulation has also doubled, from 450,000 to 900,000. And the SI median family income figure remains virtually the same—still the highest of any U.S. weekly that is read by the whole family . . . The big trend in U.S. life today is toward the active life—of pitching in and looking at and *knowing* about sports. You'll find the leaders of this life are the readers of SPORTS ILLUSTRATED.



THE
FIRST
MARKET
TO
BUY

are you looking for an ideal TEST MARKET?



San Bernardino, California is far enough from Los Angeles, 60 miles, to be a separate and distinct market, yet convenient enough for economical supervision from a Los Angeles office. The composition of the population, their habits and income levels are accurate measurements for test campaigns.

The number of retail outlets, outstanding chains and independents, plus local wholesalers offer excellent distribution opportunities.

The San Bernardino Sun and Telegram is an outstanding medium for test campaigns, with a morning and evening newspaper, R.O.P. color, and exceptional cooperation at a low combined rate.

For further information as to why this is your best test market contact your Cresmer and Woodward representative or write direct for our new market study.

SAN BERNARDINO SUN AND TELEGRAM SAN BERNARDINO, CALIFORNIA

NOW WHAT?—*Lawrence C. Blunt, International Harvester Co., Chicago, assumes a western pose as he is presented with his stagecoach, second prize in The Saturday Evening Post's Ulcer Gulch contest. Henry W. Strawn, of SEP's Chicago office, gives Mr. Blunt the hard sell on what an impressive prize he has won. Mr. Blunt replied by placing an ad in the newspaper offering the stagecoach for sale.*

— AND HE JUST NOW FOUND IT OUT
WHY IN THE WORLD DOESN'T SOMEONE TELL ME THESE THINGS!
SALES MANAGER
MANAGER SALES AND ADVERTISING

ACB Reports help you avoid the "surprise element"

Good News . . . Bad News . . . Both are Seen Quickly in ACB's Brand-&-Retailer Advertising Reports

The success or failure of most brands is largely determined by the sales efforts of the retail merchants in 1,393 cities.

Each of these 1,393 cities has one or more daily newspapers. In the advertising columns of these newspapers, retail merchants tell their trade which brands they carry and recommend for purchase.

It is this detailed information that ACB reports to you. You get day-by-day surveillance of your competitive retailer-&-consumer front.

Early warnings of danger or first signs of success are flashed you in ACB Reports. You can chart the progress of your brand. You can evaluate the effect as competitive brands shift sales and advertising strategy, or bring out new models or new products.

In these Reports one can see how the salesman of one territory compares with the salesman of another in retailer advertising support. The salesmen themselves find the Reports of great value as a "bird dog" on the activities of their own and competitive merchants.

The use of ACB Reports closely coordinates advertising with sales. Advertising can be scheduled where most advantageous. Cut prices, premiums, copy claims and other competitive incentives are revealed.

You can order the Reports to cover all cities; or a single city if that is all you need. No long time contracts required—stop at the end of any month of service. Charges are based on the number of ads used in the Report.

For further information, ask for catalog covering 14 ACB Services, or consult nearest ACB office.

ACB

The ADVERTISING CHECKING BUREAU, INC.

New York (10) 353 Park Ave. South • Chicago (3) 18 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

CBS Radio Affiliates Ask 'Profit' Share; We'll Pay, If . . : Hayes

NEW YORK, Sept. 29—Affiliates, which have been exchanging their time for programs from CBS Radio for the past several months, have let it be known that they would like to share in the profits if the network expects to make any from the sale of their time.

The stations asked the network to keep the restoration of station compensation in mind as an objective for 1960 and the following years in a resolution passed at their annual fall meeting here. They also called on CBS to sell radio at prices that "reflect the true value of the medium."

The stations' call for a return to compensation came after CBS Radio's president, Arthur Hull Hayes, gave affiliates a bullish report on fourth quarter sales and the outlook for '60. He said the network will make a profit in the fourth quarter of this year—thanks to the sponsor lure of such performers as Arthur Godfrey and Garry Moore.

■ After the opening sessions of the closed meeting, Mr. Hayes told ADVERTISING AGE that CBS would certainly split the profits with stations if the network succeeds in making money on the 30 hours offered for national sale.

But Mr. Hayes said he had no idea when station compensation could be resumed—if at all. He said he could make no predictions as to what the future holds. #

Karol Switches to CBS-TV

John Karol, a 30-year man with the Columbia Broadcasting System, has switched from radio to television. Mr. Karol, vp in charge of planning and development for CBS Radio, has been named director of special projects in the network sales department of CBS-TV, New York. He joined Columbia in 1930 as director of research; in 1951 he was named vp in charge of network sales, CBS Radio.

Phoenix Insurance to K&E

Phoenix of Hartford Insurance Co., Hartford, Conn., has appointed Kenyon & Eckhardt, Boston, to handle its advertising. The account was formerly with Fairbairn & Co., Hartford.

Rosenfield to Airequipt

James H. Rosenfield, formerly assistant advertising manager of Polaroid Corp., has joined Airequipt Mfg. Corp., New York, as marketing director.

How to sign up retailers by the millions!

It is a powerful incentive for retailers to stock, display prominently, and push your brand of merchandise when you launch a strong advertising campaign that is built around FIRST 3 MARKETS GROUP in the rich Industrial North and East.

Competition for dealer shelf-space as well as for the consumer's attention to an advertising message is understandably keenest in the three largest and most profitable markets of the area — New York, Chicago and Philadelphia. In these three far-above-average markets which account for 19% of total U.S. Effective Buying Income, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. As the dominant advertising medium in the three leading markets, *there is no substitute* for FIRST 3 MARKETS' solid 55% COVERAGE of all families.

In addition, First 3's "Sunday Punch" circulation of more than 5¾ million reaches over half the families in 1,195 cities and towns, which produce 27% of total U.S. Retail Sales.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Put That Research Bug to Work on Product First, Wood Counsels N.Y. NBP Conference

NEW YORK, Sept. 29—Current promotional research studies that attempt to sell a business publication regardless of its actual merits are putting "the proverbial cart before the horse," Albert J. Wood, president of A. J. Wood Research Co., Philadelphia, told the New York regional conference of National Business Publications here last week.

To provide a truly complete measurement of a business publication, Mr. Wood said, "we must compare the image created in the mind of the business reader with the image that exists in the mind of the media buyer. And we must measure the carry-over of that image to advertising impact—in the minds of both the business reader, who is our primary target, and the media buyer to whom we must eventually sell our product as an advertising vehicle."

■ Business paper promotional research projects, Mr. Wood said, make the same mistake that many companies in the consumer goods field have made in recent years—"concentrating on turning out successful advertising for a product lacking basic merit.

"In the long run," Mr. Wood said, "the advertising works when the toothpaste tastes the way the consumer likes it to taste, when the beer looks and tastes the way the beer drinkers like it.

"Sure, promotional research—research findings developed for public consumption and designed to sell your publication as a superior advertising medium. But first," he insisted, "product research—research to be used by you alone to provide your publication with a competitive advantage, research findings to guide you in the creation of editorial qualities in much the same way that research has guided our nation's industrial leaders in the creation of new products, to satisfy the ever-changing needs of the consuming public.

"Sure, promotional research—but first, private research that leads to the creation of a favorable editorial image. Macy doesn't tell Gimbel and all of New York about its 'hot' item of the week until it has used every tool at its disposal to create or insure the demand for the item."

■ Edward G. Zern, vp of Geyer, Morey, Madden & Ballard, New York, told the publishers, "one of my jobs is to promote all the free space I can in publications where I am also buying space. I don't come right out and say it, of course, but I may imply that the amount of 'editorial support' I get may be a factor in media selection.

"Editors are necessary to say 'no'!" Mr. Zern emphasized. "If they don't say 'no!' loud and clear," he said, "their magazines are going to become plug sheets and business men won't read them. And when business men stop reading them, they'll lose not just one advertiser, but all advertisers.

"The editor's job," Mr. Zern said, "isn't to please advertisers or advertising agencies. It's to please his readers, so they'll be on hand for every issue, where I, as an advertiser, will have a fair crack at them. It's to keep them coming back, issue after issue, so I can count on their being present and accounted for when I buy space in an issue."

Fred Wittner, president of the New York advertising agency of that name, speaking on "putting inquiries into proper perspective," listed "five commandments any company should follow in handling inquiries:

"1. Send back a response to every single inquiry.

"2. Dispatch information (booklet, bulletin, report or letter) as quickly as possible.

"3. Follow up all manifestly valuable leads promptly.

"4. From city directories, telephone books and people in the vicinity try to sleuth out what's behind an anonymous inquiry.

"5. Never conclude that any inquiry is a dead duck without some follow-up."

George M. Robertson, advertising and sales promotion director, apparatus sales division, General Electric Co., Schenectady, N. Y., said that his division in a typical year receives about 138,000 inquiries, or about 11,500 a month.

News releases, he said, were the

The Marketing Team at Continental-Diamond Fibre talks to Chilton

"Trade paper advertising enables us to reach buying influences

Olan R. Thomas Arthur J. Briggs W. Tillar Shugg Frederick M. Grauer

Continental-Diamond Fibre Corporation, a Subsidiary of The Budd Company, is one of the world's largest producers and fabricators of high-quality plastics used by the electrical, electronic, automotive and allied fields. CDF nonmetallic materials include vulcanized fibre, laminated plastics, printed-circuit laminates, molded products, resin impregnated fibre and insulating tapes. A pioneer in the plastics industry, the company resulted from a 1929 merger of Diamond State Fibre Company and Continental Fibre Company. Today, with five modern plants, and with warehouses and sales offices strategically located in all major U.S. and Canadian industrial centers, CDF offers the broadest range of industrial laminates of any manufacturer in the field.

Behind the successful growth of this organization is a history of sound and aggressive marketing practices which include the consistent use of trade and industrial magazines to carry the CDF story. We recently traveled to Newark, Del., to discuss this very subject with members of the CDF marketing team—Frederick M. Grauer, Vice President, with responsibility for product pricing, advertising and public relations; Arthur J. Briggs, Vice President—Marketing; W. Tillar Shugg, Manager—Marketing Services; and Olan R. Thomas, Supervisor—Advertising and Public Relations. Highlights of their comments follow . . .

Mr. Grauer says, "As far as we are concerned, trade paper advertising serves two principal functions. First, it enables us to keep our name and our products ever present in the minds of the buyers, engineers and designers in the organizations constituting our customers and prospective customers. Second, it provides a springboard from which we can launch new products. Our belief in the importance of trade paper advertising, and an indication of the value we place in it, is demonstrated by the use we have made of it over the years."

on Accuracy

when shooting for deadlines . . . at Laurence

WAbash 2-6284

LAURENCE INC.
Fine Photo Engravers
547 South Clark St., Chicago 5, Ill.

greatest source of inquiries. They account for about one-half of all inquiries received. Space advertising is the second largest source. Trade shows account for about 7,000 inquiries, and letters, which can't be traced to any particular medium, are responsible for 15,600, or 11% of the total. Direct mail with 5,700 inquiries accounts for 4%. #

USO Lists GI Gift Preference

Subscriptions to hometown newspapers, men's and news magazines were among items most wanted as Christmas gifts by U.S. servicemen overseas, according to a study of preferences by the United Service Organization. In addition to reading material, servicemen showed preferences for photographs of family and friends, homemade cakes and cookies, money orders and telephone calls from home. Items not wanted by GIs were those that could be purchased at post exchanges, including watches, cameras, film, records, cigarets and other tobacco products.

Honeywell Expands Division

The semiconductor products division, Minneapolis-Honeywell Regulator Co., Minneapolis, has expanded its marketing operations to include a national distributor organization. M. C. Walker will supervise the organization and be in charge of coordinating advertising and sales activities. He was formerly with Motorola Inc.

Two Join Weiss & Geller

Joel Cohen and Thomas T. McGowen have joined the creative staff of Weiss & Geller, New York. Mr. Cohen was formerly copy chief and Mr. McGowen art director of Davega Stores Corp.

Richer Rejoins Adam Young

Robert E. Richer, formerly national sales manager of Bill Grauer Productions, has rejoined the sales staff of Adam Young Inc., radio station representative.

YO-HO-HO—*John Wagner & Sons Co., Hatboro, Pa., tea and spice company, is offering retailers this treasure chest display for holding 1 oz. samples of 21 flavors of tea.*

Dailies' August Linage Is Up 10.8%, Media Records Says

NEW YORK, Sept. 29—Newspaper ad linage in August totaled 234,381,274 lines, up 10.8% over linage reported for August, 1958, according to a Media Records check of newspapers in 52 cities.

Linage in the first eight months of the year totaled 1.8 billion lines, a 6.9% gain over the like period in 1958.

Biggest gains in August were in the financial, automotive and classified categories. Financial advertising during the month was 3,399,396 lines, up 30.2% over August, 1958. Automotive advertising linage, at 12,958,511 lines, was up 29.2%, and classified linage, at 67,800,021 lines, showed a 22.2% increase.

Increases also were reported in August for total display (up 6.7%), retail (up 5.2%) and general (up 2.2%). #

Leon Miles to Shulton

Leon M. Miles, formerly with Needham, Louis & Brorby, Chicago, has joined Shulton Inc., New York, as a product manager for Desert Dri, 3-Way Curl Spray and other new products.

'Family Circle' Shifts Battista

William G. Battista has moved from "Shopping Circle" to the New York display sales staff of *Family Circle*.

with a high degree of accuracy, effectiveness and economy"

Mr. Briggs says, "The trade press, from the standpoint of an advertising medium and as a clearing house for industry news, is invaluable to us in finding and isolating new and changing markets. It helps us pinpoint the most profitable areas in which to concentrate our major sales efforts and it goes a long way in helping us direct the efforts of our direct selling force with a maximum saving in time, money and effort. Further, it helps us get the CDF sales story across to many who are not otherwise accessible."

Mr. Shugg says, "From my particular point of view, one of the true values we receive from the trade press is found in the marketing data available to advertisers like us. Certain publications have done a remarkably fine job in developing detailed and reliable marketing lists and information. Properly used, these can serve an organization such as ours in many ways—help us locate our markets; evaluate their size and potential; establish just who our prospects are within these markets."

Mr. Thomas says, "Penetration studies have convinced us that carefully selected trade publications enable us to reach the buying influences within specific industries with a high degree of accuracy, effectiveness and economy. Each week we receive several hundred inquiries sparked by current advertisements. These not only provide a fertile source of leads for our sales force, but afford an excellent opportunity to send appropriate sales literature to interested prospects."

Trade and industrial publications serve an area unduplicated by any other selling force. They make it possible for you to talk with customers and prospects on common ground—at a time when they are seeking information and are most receptive to your message.

Chilton is one of the most diversified publishers of trade and industrial magazines in the country—a company with the experience, resources and research facilities to make each of 17 publications outstanding. Each covers its field with the dual aim of editorial excellence and quality-controlled circulation. The result is confidence on the part of readers and advertisers alike. And confidence is a measure of selling power.

Chilton COMPANY
Chestnut and 56th Streets
Philadelphia 39, Pennsylvania

Publisher of: Department Store Economist • The Iron Age • Hardware Age • The Spectator • Automotive Industries • Boot and Shoe Recorder • Gas Commercial Car Journal • Butane-Propane News • Electronic Industries • Aircraft and Missiles • Optical Journal & Review of Optometry • Motor Age Hardware World • Jewelers' Circular-Keystone • Distribution Age • Product Design & Development • Business, Technical and Educational Books

Now HEINN service gives you BUYER'S CHOICE

Heinn now offers you a *complete* line of custom-styled binders and indexes, at a wide range of prices. No matter what you need, Heinn's improved manufacturing facilities guarantee immediate production of the *one* binder that's right for your job. Prices are low to moderate, depending on your preference in workmanship and materials. Ask for a quotation — and you'll be Heinn's next customer!

SPECIAL... Send for your free sample of Heinn's presentation covers.

The HEINN COMPANY
Sales Zone 8-H
326 WEST FLORIDA STREET
4004 MILWAUKEE 4, WISCONSIN

You Ought to Know . . N. L. Cahners

Norman L. Cahners, chairman of the new company created by the merger of Cahners Publications, Boston, and Industrial Publications Inc., Chicago, told ADVERTISING AGE that he had been looking for an opportunity to acquire additional business paper properties for several years.

"The consolidation of business paper properties has become almost a 'must' for industrial publishers," he said. "Consolidation makes it possible to spread operating costs over a broader base and should result in more efficient management. Peaks and valleys that are inevitable in a smaller operation can be leveled out, a continuity of management and effort assured, and the profit picture rendered more stable."

Mr. Cahners said that he expects four major benefits from the merger of his company and IPI: "A strengthening of our management picture; better balanced profits from diversification of fields of interest; improved operating techniques and improved service to our various publics.

■ "A soundly based larger operation in industrial publishing," he said, "can benefit readers, advertisers, and editors in important areas, in ways not possible with a single publication with a limited budget.

"A magazine is more than ink and paper. It is essentially a service to people. An organization with larger resources can provide greater service, if it chooses, than smaller organizations whose available assets are limited."

Mr. Cahners credited James E. Blackburn, former vp and director of circulation of McGraw-Hill Publishing Co. and now president of Blackburn Publications, who has been a consultant to Cahners Publications for some time, with having been "very helpful in the negotiations leading to the merger of the two companies."

■ On the financial setup, Mr. Cahners said he will be the principal stockholder in the new Cahners Publishing Co. Sale of the assets of IPI was made on the basis of cash and stock, he said, and executives of IPI reinvested some of the cash they received in stock of the new company.

Although $4,000,000 was the over-all sum of the transaction, Mr. Cahners said, only a portion of that amount was in cash. The management and some of the other stockholders of IPI, he said, after studying the situation found that a sale of their assets at this time would have important estate tax benefits.

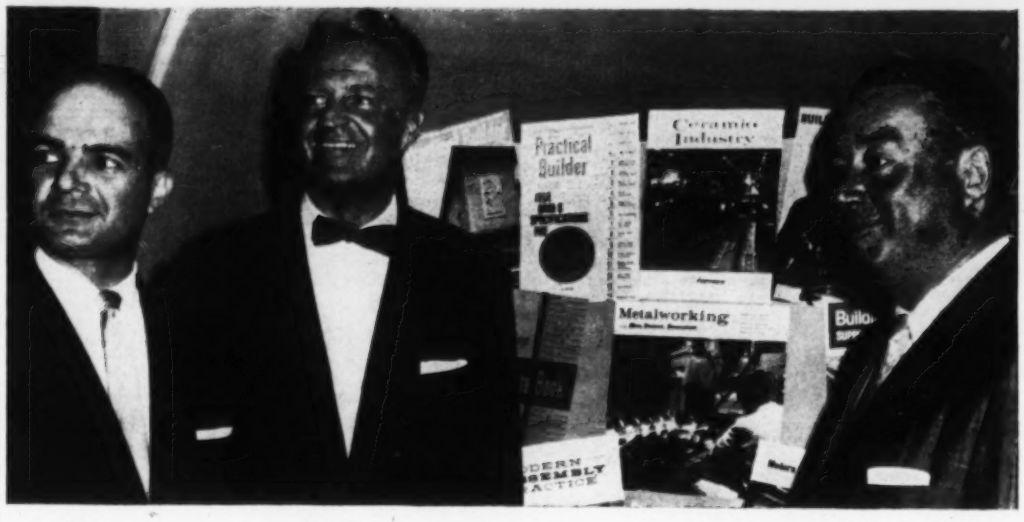
■ Mr. Cahners said that the purchase of IPI was financed entirely by Cahners Publications.

Born in Bangor, Me., Mr. Cahners, now 45, was graduated from Harvard in the class of '36. He was president of his class, played fullback on the varsity, and was a triple threat man on the track team—as hammer thrower and sprinter in both the 100-yd. and 220-yd. events. He ran the 100-yd. dash in 9.3 seconds, a record that still stands at Harvard.

In 1937 he went into business for himself as a house-to-house salesman of household goods, and became president of National Home Equipment Co., which, within two years, he said, was employing over 100 salesmen in New England and grossing $1,000,000 in sales.

Handling and distributing bulky items required him to develop new methods and equipment, which led to his interest in material handling operations.

The day after Pearl Harbor, Mr. Cahners enlisted in the Navy, re-



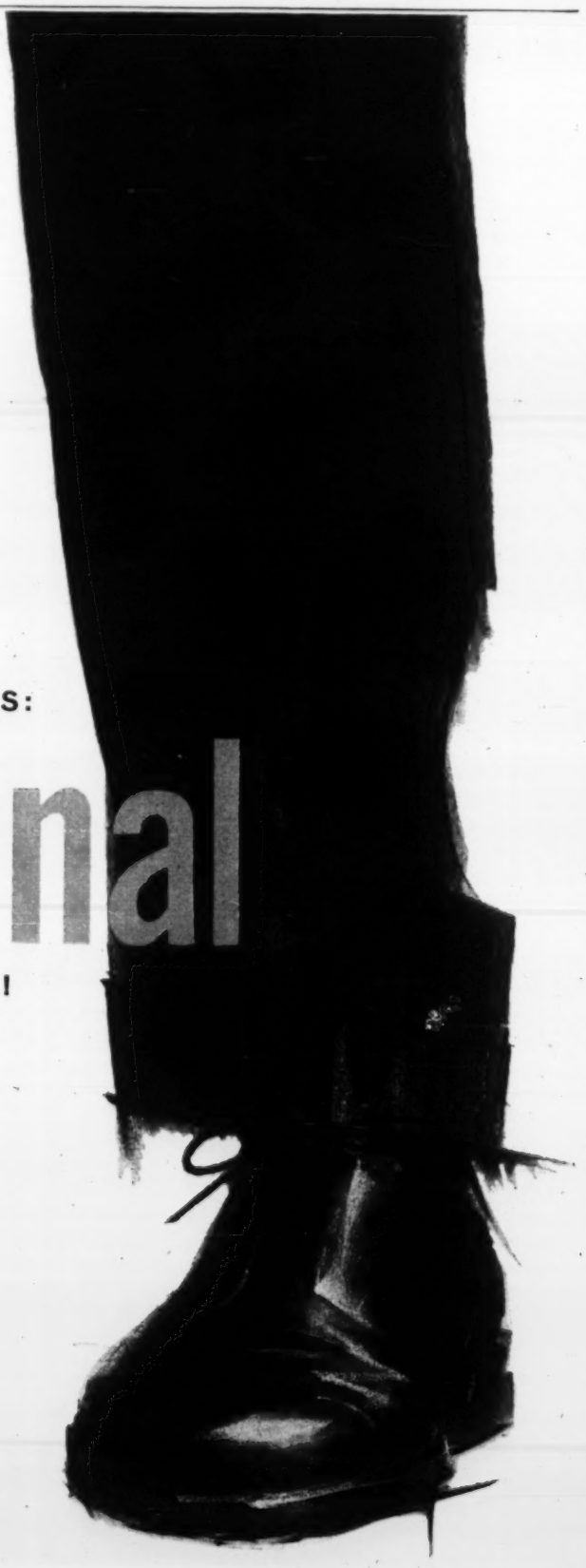
Goldweitz Cahners Driscoll

LISTENING—*Three of the principals in the recent merger of Cahners Publications, Boston, and Industrial Publications Inc., Chicago, at joint press conference in New York: Saul Goldweitz, vp, and Norman L. Cahners, president, Cahners Publications, and Maurice P. Driscoll, president, IPI.*

KNOWLEDGEABLE
AD EXECUTIVES

Buy the $591 million Vermont market with the six-paper group that reaches buyers in the area where 93.9% of the income is located. For details write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

REUBEN H. DONNELLEY MAGAZINES:
functional
AS A PAIR OF FEET!



ceived an ensign's commission and, because of his materials handling experience, was assigned to help solve some of the logistical problems that faced the Navy. He developed new techniques and equipment for handling war materials and tested them under combat conditions, for which he was promoted to lieutenant commander and given a citation by the Secretary of the Navy.

■ As officer in charge of the Navy's materials handling laboratory, and by special request, he started publication of "The Palletizer," which featured the latest information on materials handling.

When Mr. Cahners returned to civilian life, the Navy gave him permission to continue the publication, which in 1947 became *Modern Materials Handling*. He bought *Metalworking*, in 1956. In 1957 he started *Modern Plant Operation & Maintenance;* a year ago he started *Modern Assembly Practice*, and this year brought out *Supermarket Equipment*.

Mr. Cahners regards one of his most important innovations in the publishing field as his use, ten years ago, of Western Union to contact each reader of his publications through person-to-person telephone interviews, as an annual check of readers' interests and desires.

■ In addition to his publishing activities, Mr. Cahners is president of Materials Handling Laboratories, Boston; a director of Stop & Shop, New England food chain (of which, incidentally, his father-in-law, Sidney R. Rabb, is chairman), and a director of College Inn Food Products Corp., Chicago.

He also is a trustee and treasurer of the Young Presidents Foundation and a former director of the Young Presidents Organization. He is a director of the Brandeis Clubs of Boston; a member of the overseers of the Boys' Clubs of Boston; a member of the council of the Friends of the Boston Symphony Orchestra and a member of the corporation of the Museum of Science, Boston.

He is married to the former Helene Rabb. They have three children, Robert, 17, and Andrew, 14, both students at Phillips Academy, Andover, Mass., and Nancy, 8.

His favorite hobby is sailing, followed by golf. He belongs to the Harvard Varsity Club, Harvard Club of Boston, University Club, Bar Harbor Yacht Club and Belmont Country Club. #

ABC Establishes New Marketing Services Group

The Audit Bureau of Circulations, Chicago, has formed a new marketing services committee designed to make the data in ABC reports more useful to advertising buyers and sellers. Chairman of the new committee, which will represent all media and buyer divisions, as well as each of the standing committees of the ABC board, is William E. Steers, president of Doherty, Clifford, Steers & Shenfield.

Other members are W. E. Boberg, *The Farmer;* Robert W. Boggs, Union Carbide Corp.; Sidney W. Dean Jr., McCann-Erickson; Thomas B. Haire, Haire Publishing Co.; John R. Miller, Hearst Magazines; John H. Platt, Kraft Foods Co.; John C. Preston, *Expositor*, Brantford, Ont.; and Richard C. Steele, *Telegram-Gazette*, Worcester, Mass.

Henry Mucci Joins Durham

Henry A. Mucci, Col., U.S.A. (ret.) has joined Robert C. Durham Associates, New York, as a partner, where he will be in charge of government relations for the company's clients. Col. Mucci was recently with R. K. Fountain & Co., Honolulu. At the same time Durham has announced expansion of its consulting services to include employe benefit and equity purchase planning. To guide this activity, Henry T. Sheldon and the Charles B. Knight agency have become associated with Durham. Mr. Sheldon has been an insurance adviser to business organizations.

These are the Donnelley magazines . . .

Electricity on the Farm

Fire Engineering

National Cleaner and Dyer

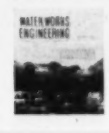
National Rug Cleaner

Sports Age

Starchroom Laundry Journal

The Ice Cream Trade Journal

Wastes Engineering



Water Works Engineering

What's New in Home Economics

The Donnelley publications are *basic books* . . . all 10 of them. Functional as a pair of feet.

Did you glance through the list of titles? They have a solid, down-to-earth sound . . . and the material they carry is just as solid. Their factual, informative content is precisely what readers want.

Each Donnelley magazine is edited by time-seasoned pros who made their marks in their fields before we made special use of their talents. Each editor still spends more time in his field . . . doing his footwork . . . digging for facts . . . getting case histories . . . attending seminars . . . lecturing . . . than he spends behind his desk. He is known and respected throughout his field, and his magazine is, too.

You'll find that every Donnelley magazine is a better advertising buy for that reason. We put more work into them. Footwork. Legwork. As a result, they'll do an amazing amount of sales work for you and your product. *You get results.*

THE REUBEN H. DONNELLEY CORPORATION
Magazine Publishing Division, 305 E. 45th St., New York 17, N.Y.

watch* the women go BUY*

WATCH THE WOMEN GO BUY

*

Day in, day out, Portland grocers watch the women go buy. And they know the buying is biggest when they advertise in the one newspaper that's big as all Oregon, The Oregonian. That's why *The Oregonian leads* in retail grocery advertising. You *tell* the most and *sell* the most in The Oregonian, Oregon's BIG newspaper.

**How big is the Oregon grocery market?*
A half-billion dollars annually. That's double the Boston market, and triples Cincinnati.

The Oregonian
Portland, Oregon

Leads in retail advertising—by Far!
Largest circulation in the Northwest
242,035 Daily • 306,014 Sunday

Represented Nationally by Moloney, Regan & Schmitt.
Sources:
S.M., 5/10/59, ABC Pub. Stmt., 6 mos. ending 3/31/59

Broadcasters First Target of Religious Group Morals Drive

NEW YORK, Sept. 29—Church-going New Yorkers are being asked to participate in a program to improve the moral caliber of mass communications.

As a first step in the cleanup program, members of several hundred Protestant, Roman Catholic and Jewish churches and synagogues are being urged to write at least one letter to a television or radio station, explaining what they liked or didn't like about a specific program.

The drive for higher morals in mass media has been spearheaded by the Committee of Religious Leaders of New York. This group presented a report to Mayor Robert Wagner last June 17 on the "influences affecting the moral and spiritual climate" of the city. It expects to issue a second report next June, which will include the results of the tv-radio campaign. Continuing progress reports subsequently will be made to the mayor as the committee studies each mass medium; media to be scrutinized will include magazines, newspapers and direct mail.

■ Rather than working on all media at once, the committee decided to study one medium at a time, according to Dr. Dan M. Potter, executive director of the Protestant Council of the City of New York and one of the co-chairmen of the Committee of Religious Leaders. It was felt that people would make a more sincere effort if the appeal was made more specific.

Broadcasting, with the emphasis on television, was earmarked for the first push because the committee believed tv and radio to be the media most sensitive to the response of the people.

The committee expects to concentrate on television for at least one month, Dr. Potter told ADVERTISING AGE. After enough time has elapsed for the letter-writing campaign to show a response, members of the committee expect to hold conferences with producers and station personnel to discuss public reaction to their programming and improvements that might be made regarding moral issues.

■ "We don't want to act as any kind of a censoring machine," Dr. Potter stressed. The committee merely wishes to discuss problem areas with the people involved in programming, he explained.

Dr. Potter believes that producers and tv executives will, as they have in the past, be guided by the desires of the viewers.

In its first report to the mayor, the committee recommended that the tv-radio industry (1) avoid the presentation of certain types of crime and violence and (2) recognize the unrealism of the 9 p.m. demarcation line between the adult and child viewing hours.

Working closely with Dr. Potter as co-chairmen are the Right Rev. Thomas A. Donnellan, chancellor of the archdiocese of New York, and Rev. Dr. William F. Rosenblaum, of Temple Israel.

The 104-member Committee of Religious Leaders deals with many other areas besides mass communication. About 14 subcommittees meet periodically to discuss such topics as moral values in education, adequate housing, parental responsibility and the implementation of teen programs. #

CLIENT LENDS A HAND—*When the Biddle Co., Bloomington, Ill., wanted some new International Business Machine equipment moved into its offices, it called on a client, North American Van Lines, to do the job. Watching are Everett Biddle (left), agency president, and James D. Edgett, president of North American.*

MacManus Boosts Four to Account Supervisors

MacManus, John & Adams, Bloomfield Hills, Mich., has given four account executives the title of account supervisor. They are Charles H. Howson, supervisor of the Bendix Aviation Corp. account; William B. Everson, supervisor of the Minnesota Mining & Mfg. account; William G. Winchester, supervisor of accounts in the industrial and building products group, and Donald F. Mahlmeister, supervisor of Detroit industrial and retail accounts.

Mr. Howson joined MJ&A in 1952 and has been manager of the agency's Baltimore office. Mr. Everson joined the agency in 1948 as a copywriter and Mr. Winchester joined in 1954, after experience with newspapers and other agencies. Mr. Mahlmeister joined the agency in 1948 as a copy trainee.

Franklin Joins 'Baby Talk'

Robert T. Franklin, formerly with Ridder-Johns Inc., has joined the advertising staff of *Baby Talk*. He will service New York and New England accounts for the magazine.

In FRESNO . . .
everyone gets the
Fresno GUIDE
Fresno, California

OUR MUSIC IS THE MOST!

Listeners dig our music in much larger numbers than that of our "music and news" competitors.

WBT's local music shows enjoy a 98% listener lead in the mornings, 50% afternoons and 126% at night.*

Music represents only a portion of WBT's varied, creative, responsible programming. At home or on the road, Carolinians have it made with WBT.

Express yourselves, truth-seekers. A small bundle of loot placed on WBT covers the nation's 24th largest radio pad.** Call CBS Radio Spot Sales for the Word.

*Pulse 25 county area 1959 (March)
**A. C. Nielsen Co.

WBT CHARLOTTE
REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

AMOCO
Burry's COOKIES
RCA VICTOR
Bon Voyage French Line
MRS. SMITH'S
UNOX HAM
Acme SUPER MARKETS

If you've seen these in R.O.P. color, you've seen the quality-results of

PROGRESS R.O.P. Color Mats

These, and other leading advertisers, are getting superior shrinkage-resistance and superior register-preservation with Progress R.O.P. Color Mats . . . and at a cost far below the cost of most other R.O.P. mats, regardless of quality. Phone or write us now for more information.

PROGRESS PLATE MAKING COMPANY
913-23 Filbert Street, Philadelphia 7, Pa. WAlnut 2-0447

The PROGRESS • HANSON • PROGRESSIVE Group
One of America's Most Complete Graphic Arts Organizations

PROGRESS Plate Making Company, 923 Filbert Street, Phila. 7, WAlnut 2-0447
HANSON Electrotype Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-5587
PROGRESSIVE Composition Company, 9th & Sansom Streets, Phila. 7, WAlnut 2-2711

NEW YORK: MU Hill 2-1723 • NEWARK: MA 3-5334 • WASHINGTON: EX 3-7444
LANCASTER: EX 4-1675 • WILMINGTON: OL 5-6047 • BALTIMORE: SA 7-5302 • RICHMOND: MI 4-2771

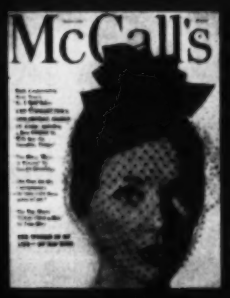
CAN'T MAKE A NICKEL IN BUFFALO MILLS (PA.)?

If you're not making a red cent in Buffalo Mills, or in any of the other towns in the Johnstown, Pa., market, try an advertising campaign in The Tribune-Democrat. You, too, can make heap wampum in this $350,000,000 market where Tribune-Democrat advertisers have been getting results for over 105 years.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.

McCall's is



number 1

in total editorial linage
in 4-color editorial pages
in total service editorial linage
in food editorial linage

McCall's today leads the field in presenting the most service linage, the most reader linage in the most attractive 4-color editorial format in the service field. The results? Newsstands sell out issue after issue. Subscription renewals zoom upward, and you're guaranteed new circulation of 5½ million (up 300,000) beginning in February, 1960. New five-color presses developed exclusively for McCall's make possible a new economy in rates. No increase in cost-per-thousand for 4-color or 4-color bleed pages . . . as well as no extra charge for bleed. Put it all together and you've got McCall's formula for success . . . a better product, more attractively dressed and more economically produced, creates more readers and a better climate for your advertising message. No wonder McCall's today is your most efficient advertising buy. Ask your McCall's representative for details.

WESTERN HORSEMAN
149 Advertising Agencies Placed 187 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3550 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Seberhagen, Nevin Adds 1

Gormie Kitchens, Norristown, Pa., has appointed Seberhagen, Nevin & Gruver, Philadelphia, to handle advertising and promotion for a new line of frozen meat specialties.

Sell the Inner Circle and you've sold the Conservative Protestant Church Market

69,075 Voluntary PAID Readers . . . 96% of whom are pastors and church officers who make buying decisions. "Christian Life" assures high readership because CL goes only to those who WANT IT at $4 a year. Investigate this active and growing market for hundreds of products used for church construction, maintenance and operation. Write for factual brochure.

Christian Life

The Business Magazine for Church Leaders
33 South Wacker Drive, Chicago 6, Ill.

FC&B's Robinson Outlines 3 Copy Test Methods to Western States AAA

Los Angeles, Sept. 29—The need for copy research in advertising was highlighted by Ray Robinson, vp and research director, Foote, Cone & Belding, Los Angeles, in a talk last week before the Western States Advertising Agencies Assn.

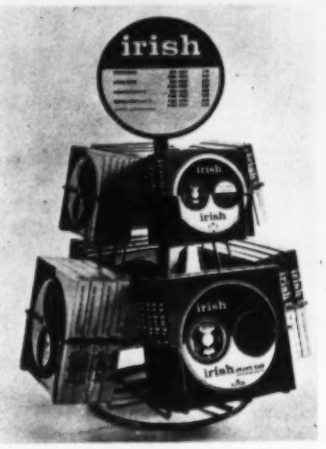
"Communications, of course, are a two-way street," he said. "You need a feed-back from the marketplace to find out how your advertising is registering and to obtain the facts to make your advertising more effective. This is where copy research comes into the picture."

Mr. Robinson outlined for the admen three simple copy tests that can be undertaken in a modest way to check the effectiveness of print ads:

• **Portfolio Test**—Place the ad to be tested in a portfolio with eight or ten other ads for different products but of similar character (i.e., all b&w newspaper ads). After a consumer looks at the portfolio, question her on which ads she remembers, why, etc. Then ask her to re-examine the ad you are testing, and ask specific questions about the copy approach, believability, and other points.

• **Keyed Product Offers**—Show the respondent two different ads for the product, with the brand name and logotype omitted; then ask which of the products she would prefer, with an offer that she will receive some of whichever product she chooses. "The assumption here is that the brand she chooses after reading the ads would be the one she would most likely buy as a result of the advertising," Mr. Robinson said.

• **Scale-O-Meter Test**—To test a number of ads, ask respondents to rate each ad in terms of their reactions to it. One rating system is the "scale-o-meter" value system, ranging from minus 5 to plus 5. "After we have had her [the respondent's] rating of the ad, we ask a few questions to determine just why she gave it that rating, and any other points concerning her reactions that may be helpful," Mr. Robinson said. #



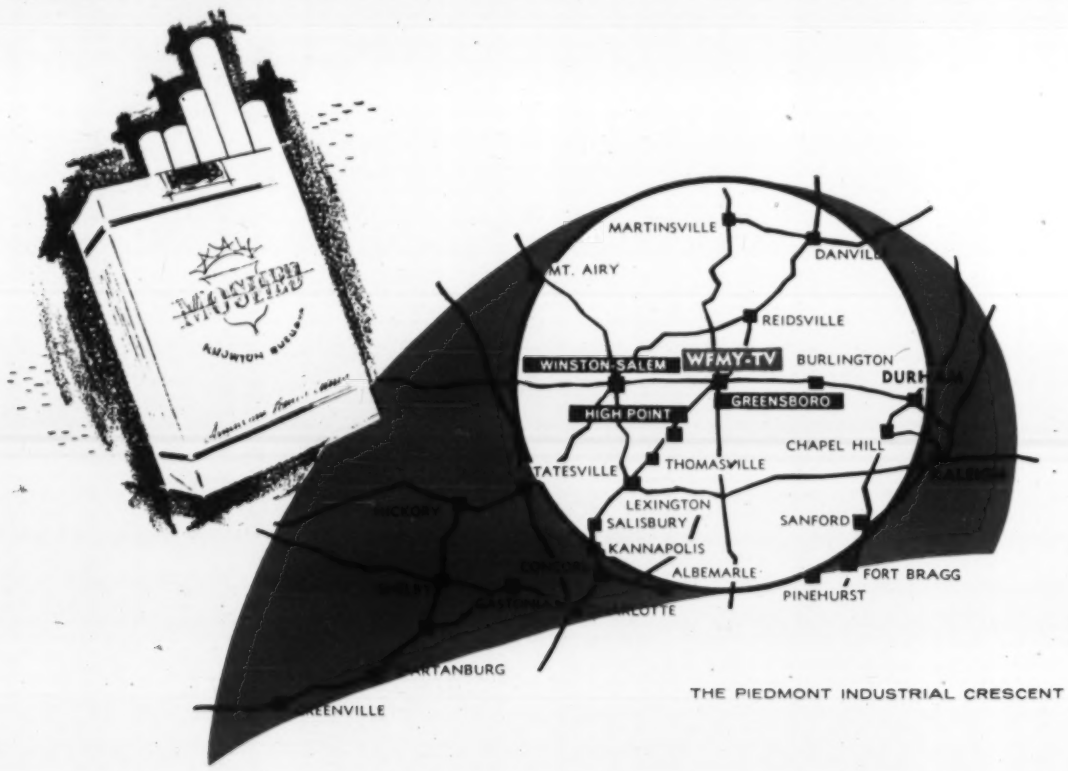
TIERED TAPE—*A new counter display giving mass display in a minimum of space has been designed by Orr Industries, Opelika, Ala., producer of Irish recording tape. The stainless steel revolving rack takes up less than two feet of counter space.*

Connecticut Order Bans Highway Outdoor Posters

Connecticut's state highway commissioner, Howard S. Ives, has issued an order banning all commercial signs and roadside service stations along Connecticut highways receiving federal funds. Mr. Ives said the ban order was necessary because the state's share of federal funds is in jeopardy as a result of violations. Because of the encroachment, the state has not received about $200,000 from the federal government and if the violations are not corrected the department may have to pay back more than $1,000,000 to the federal government, he said.

Alcoa Promotes Car Engines

Aluminum Co. of America, Pittsburgh, has scheduled a series of three b&w pages in *The Saturday Evening Post* to introduce the aluminum engines featured in the 1960 cars. The first ad, appearing in the Oct. 3 issue, is headlined: "Cars are coming in with aluminum engines!" The second ad will announce that such cars have reached the show rooms, while the third ad will proclaim that the cars are now on the road. A free booklet, "Questions You May Ask about Aluminum in the New Cars," is offered in each ad. Fuller & Smith & Ross, Pittsburgh, is the agency.



THE PIEDMONT INDUSTRIAL CRESCENT

the **TOBACCO** industry . . .

creates buying power in the Piedmont Industrial Crescent!

The vast Southern tobacco industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

wfmy-tv

GREENSBORO, N. C.
"NOW IN OUR 11th YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

CHANNEL 2 CBS

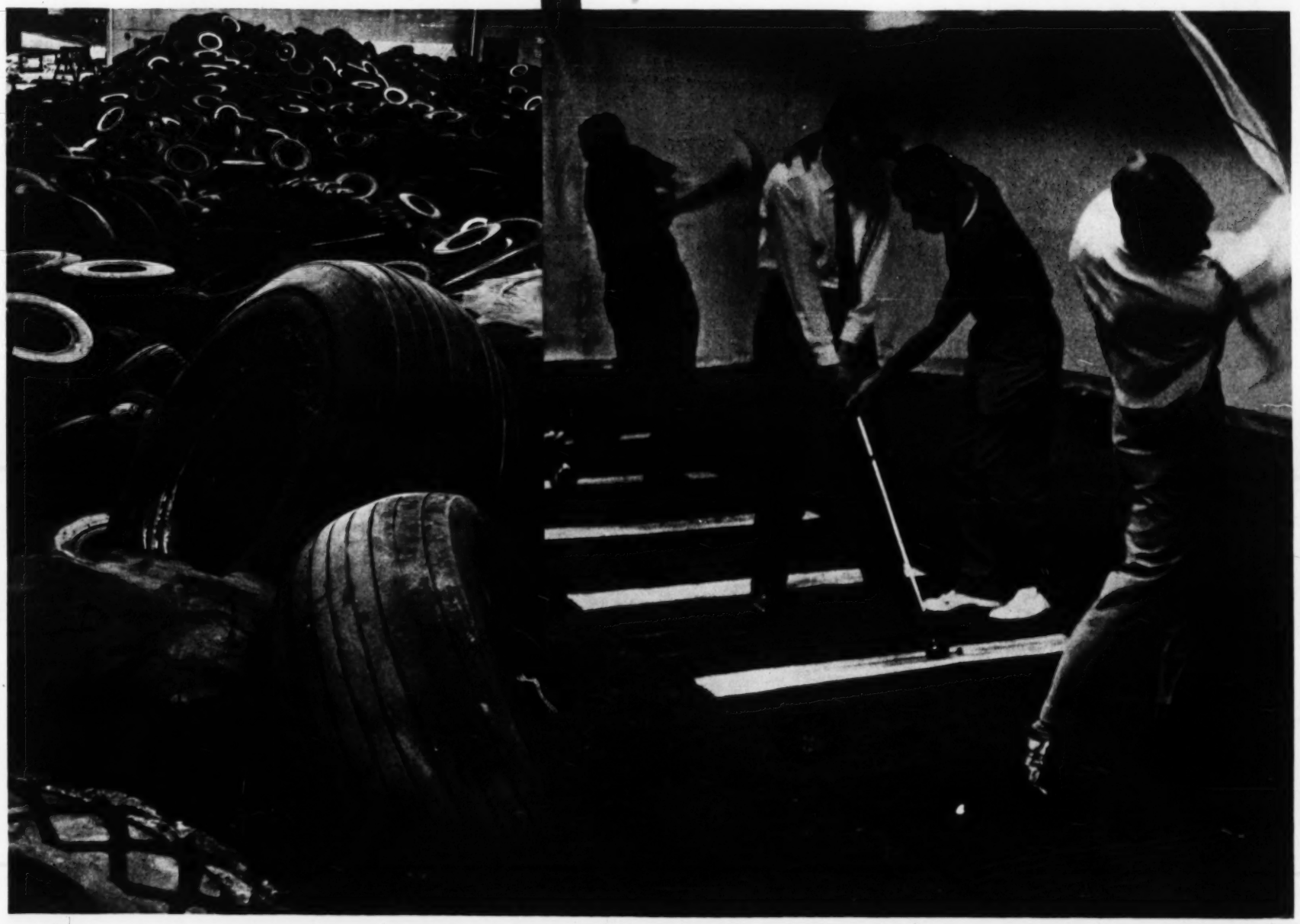
SEAL OF GOOD PRACTICE CHARTER SUBSCRIBER

ONLY $393.96

Buys a quarter page in SIX Vermont Allied Dailies, which go into the region where 93.9% of the state's $591 million buying power is located. Simple! Effective! One order, one bill, one buy! For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

all the news for business decisions

MORE RETREADS AND FEWER BOGEYS



From the pages of Business Week: *tire retreading becomes a billion-dollar industry . . . Sam Snead opens chain of indoor golf schools . . . oil boom continues in Green County, Ky. . . . kids take to motorized soap box racers . . .*

Business Week is not a magazine for the casually curious reader. It is a businessman's magazine, and his alone. That's because Business Week does more than just report news. Instead, it digs out the business meaning in events—and reports their effects on business decisions. This is Business Week's sole reason for being: to serve business executives. And this is why it is so unique: its dedicated business reporting sets it apart from all other periodicals. Of all general, general-business and news publications, Business Week offers its advertisers the most concentrated management audience available today.

Subscriptions to Business Week are solicited and accepted only from management men in business and industry. Company and position must be indicated on all subscription orders.

BUSINESS WEEK

A McGRAW-HILL MAGAZINE

Young Chicago loves to buy...

...the Chicago Sun-Times

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.*

*Source: Publication Research Service Study #5

WANT MORE CUSTOMERS IN FORT WORTH...

Per cent of families reached

LOOK — 9%
POST — 9%
LIFE — 10%
READER'S DIGEST 23.8%
PARADE — 70%
(HOMES COUNTED)

The things people of Fort Worth read about in the **STAR-TELEGRAM** and **PARADE** on Sunday, move off the shelves on Monday and all week long!

Parade
THE SUNDAY NEWSPAPER MAGAZINE

PARADE . . . The Sunday Magazine section of more than 60 strong newspapers, reaching 9½ million homes every week.

Test Push Set for Foam-ettes, Pill Dentifrice

(Continued from Page 3)

Ave., San Jose, as the company's agency.

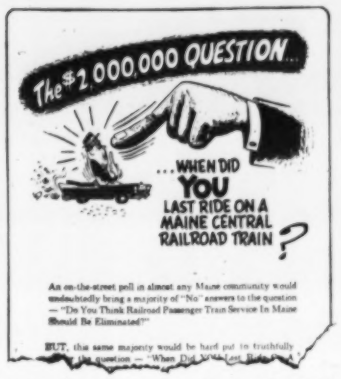
■ The ad budget reportedly consists of $135,000 for newspapers; $400,000 for magazines; $60,000 for radio; $550,000 for tv; and $135,000 for trade promotion—a total of $1,280,000.

The company plans national and sectional distribution of the new dentifrice through jobbers, dealers and direct to consumer programs.

"With this new brushless tablet dentifrice," Mr. Faulkner explained, "the user can now clean teeth and oral cavities without brush, paste, powders or water. The user simply chews the tablet thoroughly; swishes foam throughout the mouth and then empties the mouth. Rinsing is not required, and the foam is harmless if swallowed."

A "technical information folder" issued by the company indicates the tablet weighs 600 mgms, is pale blue in color and will be packaged in laminated, acetate, aluminum foil, vinyl containers with 20, 40 and 60-tablet packets.

■ "All of the Foam-ettes ingredients," Mr. Faulkner declares, "are harmless in themselves and in combination. The product essentially consists of four parts: (1) An effervescent base (the tablet reportedly releases carbon dioxide gas without the citric or tartaric acid-sodium bicarbonate combination previously required); (2) a cleaning agent; (3) flocking and suspending agents, and (4) anti-fungicidal, anti-bacterioscopic agents and flavors. #


The $1,000,000 QUESTION...
...WHEN DID YOU LAST RIDE ON A MAINE CENTRAL RAILROAD TRAIN?
An on-the-street poll in almost any Maine community would undoubtedly bring a majority of "No" answers to the question — "Do You Think Railroad Passenger Train Service In Maine Should Be Eliminated?"
BUT, the same majority would be hard put to truthfully

TRAVEL TROUBLES—*The Maine Central Railroad has been running ads like this in newspapers in the region it serves to show why it should be allowed to discontinue passenger service. The ad copy says the railroad has lost more than $2,000,000 on passenger service.*

Trefrey to Manage New Druggist Info Service

Charles S. Trefrey Jr., formerly a salesman for Forbes Lithograph Mfg., Boston, has been appointed sales promotion manager of Druggists' Service Co., New York, where he will manage "The DSC Detailer," a new monthly information service for independent pharmacists.

"The DSC Detailer" will provide pharmacists with information about new drug products. It will be distributed by the 182 wholesalers who make up the membership of Druggists' Service Co. Initial circulation is 20,000.

MEMPHIS...

SECOND IN THE SOUTH

IN RETAIL SALES
PER HOUSEHOLD

Metropolitan Memphis sets a new high in total retail sales—now over ¾ Billion dollars. Total retail sales in the giant, 76-county Memphis market now at a new high of over 2 Billion dollars.

Here's how per household retail sales in Memphis metro area compare with the other 8 leading Southern cities:

RANK	Metro Area	Per Hsld. Retail Sales
1	Dallas	$4,945.00
2	**MEMPHIS**	**4,761.00**
3	Atlanta	4,625.00
4	Fort Worth	4,188.00
5	San Antonio	4,081.00
6	Houston	4,067.00
7	Louisville	3,954.00
8	New Orleans	3,755.00
9	Birmingham	3,631.00

Source: SRDS, May, 1959

You Get More When You Buy Memphis

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

Qualitative Data Okay, but Numbers Necessary: Penner

EAST LANSING, Sept. 29—The business world's current fascination with the principle of research has given birth to a "fundamental sin" of believing that all research is good.

The fact is, management is frequently being misled by "short-cut" motivation research that offers qualitative information alone which is impractical to the business man. "To attempt an analysis of qualitative information alone is tantamount to mal practice."

■ These charges were aired here yesterday by Irvin Penner, vp of A. J. Wood Research Corp., Philadelphia, speaking before the Society for the Advancement of Food Service Research meeting at Michigan State University.

"Inherent in the research process," he emphasized, "is the necessity for measuring. And whether it be Einstein or one of the tv rating services, this necessity always exists if the research is to be of any service or of any value to the understanding of change."

Research must encompass "both the qualitative—that is, the depth interview approach—and the quantitative—that is, the measurement of this qualitative information.

■ "We agree," Mr. Penner said, "that short-cutting the fundamentals of sound research can produce, in itself, spectacular and entertaining information. And I cannot blame a reporter for ignoring the more pragmatic type of research, however sound, when he can write about the sexual implications of dog food purchasing. After all, one makes good copy and the other doesn't," he added.

"But in the final analysis," he asserts, "this information by itself is not practical and can often be misleading to management." #

Brylcreem Suit Dismissed

A trademark infringement and unfair competition suit started by Harold F. Ritchie Inc. against Chesebrough-Pond's has been dismissed in federal district court, New York. Ritchie had sought an injunction against continued use of the Valcream name by Chesebrough-Pond's, which Ritchie said infringed on its Brylcreem. Valcream was introduced in 1955. Judge Sylvester Ryan held that there was no similarity or likelihood of confusion between Brylcreem and Valcream.

'House & Garden' Boosts Rates

House & Garden, effective with its September, 1960 issue, will increase its average net paid circulation from 575,000 to 675,000 and will increase the rate base from $3,120 to $4,975 per b&w page.

Minute Maid Gets Golden

Minute Maid Corp., Orlando, Fla., has acquired the outstanding minority interest in Golden Citrus Juices Inc., Fullerton, Cal. Minute Maid has been majority owner and major sales agent of Golden Citrus juices for the past six years. The company produces the major portion of the lemonade sold under the Minute Maid and Snow Crop labels. Phillip S. Twombly continues as general manager and no personnel changes are contemplated in the immediate future. The company is valued at approximately $2,000,000 by Minute Maid.

'Feed Age' Boosts Karstens

Gerald A. Karstens has been appointed publication director of *Feed Age*, New York, succeeding the late Thomas E. Brinegar. Mr. Karstens has been with the magazine for the past six years. Other new appointments include Carl Swinehart, formerly research editor, as editor, and Donald Fraser as advertising sales manager. Henry S. French has joined the staff as midwestern sales manager.

Harrier to Clay Stephenson

Keith Harrier has joined Clay Stephenson Associates, Houston, as radio and television director. Mr. Harrier was formerly production coordinator at Warner Bros. Studio, Burbank.

First-Class Male!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years

IT'S YOUR MOVE!

And the smartest one is into the stable $591 million Vermont market! One order, one bill, one buy home-delivers your client's message into the area where 93.9% of the state's buying power is located. For details, write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston, Mass.

Do your best hunting first...

When you want to really sell—take a compact, easy to reach market with a high ($7,381) family income—with Retail Sales larger than in any one of 35 entire States.

This is the Cleveland Market and you sell it in the Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

*Akron, Canton and Youngstown Counties are not included in above sales

Whatever you sell in Greater Cleveland you'll sell more of it in The Plain Dealer

Your advertising in the Plain Dealer is like adding another full state to your Sales Potential.

WRITE—WIRE—PHONE

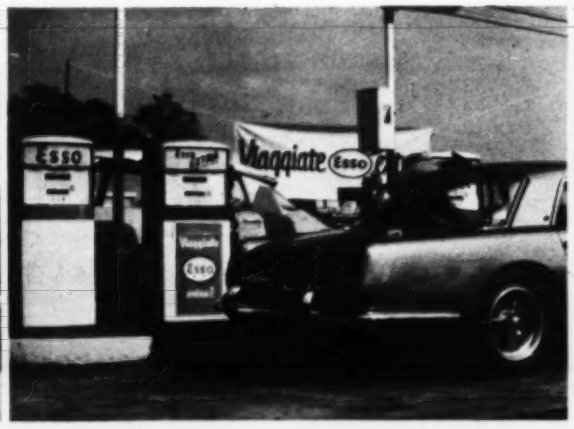
The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

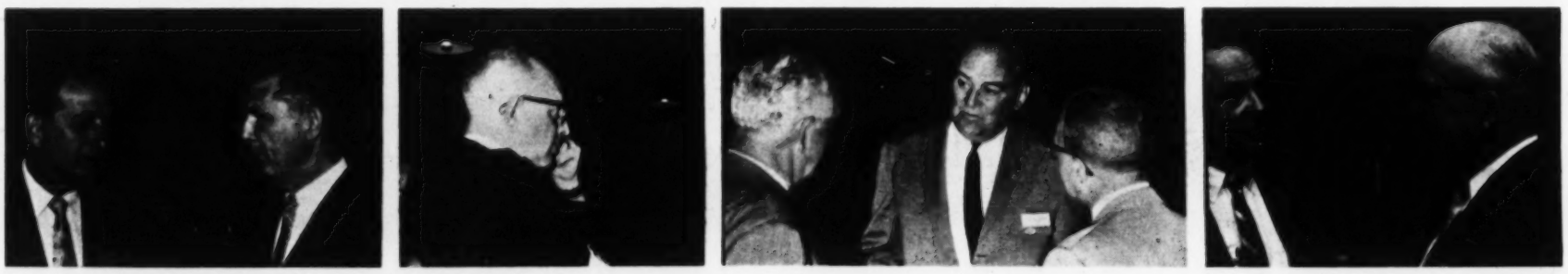
PHOTO REVIEW OF THE WEEK

'THIS CLUB AIN'T BIG ENOUGH'—*When Bud Hilker (right) was elected new president of the Denver Advertising Club, out Colorado way, outgoing president Al Ross vowed he wouldn't leave office without a gunfight. The two squared off at the first fall meeting; Mr. Hilker proved to be top gun in their mock showdown.*

PRETTY BIG BEN—*Westclox division of General Time Corp. has installed what is said to be the world's largest indoor timepiece at New York's Grand Central Terminal. The double-face clock measures 14' in diameter. The clock faces, hands and numerals are made of lightweight Plexiglas.*



FOREIGN CAR PITCH—*Esso Standard Oil Co. (McCann-Erickson) used one of the commercials on the opening game of the NCAA football tv series on NBC to emphasize that Esso has had a great deal of experience servicing foreign-built cars. While the camera showed the Esso dealer sign in several languages, the announcer pointed out that Esso has helped develop many of the special servicing techniques for foreign cars and "has serviced more kinds of cars in more places than any other petroleum company in the world." The commercial not only showed foreign cars but also mentioned Esso's readiness to service Detroit's new small cars.*



Perrottet Hook Morris Watson Buzby Gran Polk Rice

RELAXATION—*During a respite from business at the New York regional conference of the National Business Publications, conversation was enjoyed by Louis J. Perrottet, vp, Conover-Mast, New York; George Hook, publisher, Iron Age, Philadelphia; Charles V. Morris, director of sales and advertising, Marquardt & Co., New York; Carroll Buzby, president, Chilton Co., Philadelphia; Dave Watson, president, Watson Publications, Chicago; Julian Gran, vp and director of media, Marsteller, Rickard, Gebhardt & Reed; Vaughn W. Polk, regional manager, Philadelphia, New Equipment Digest, and Frank O. Rice, vp, Penton Publishing Co., Cleveland* *(story on Page 68).*

Vallar Mast Pope Harper Rice Fahrendorf Kiefer Zern Hartford Smith

COFFEE BREAK—*Chatting during coffee break at the National Business Publications New York regional conference last week were William Vallar, treasurer, Chilton Co., Philadelphia; B. P. Mast Jr., president, Conover-Mast, New York; George Pope, business manager, Foundry, Cleveland; Robert E. Harper, NBP president; Kingsley Rice, president, Technical Publishing Co., Barrington, Ill.; P. M. Fahrendorf, vp, Chilton; David C. Kiefer, business manager, Steel, Cleveland; Edward G. Zern, vp, Geyer, Morey, Madden & Ballard, New York; Robert L. Hartford, Machine Design, Cleveland, and Richard P. Smith, president, W. R. C. Smith Publishing Co., Atlanta.*

In Just One Week 6,565 Supermarkets Wire Support for New Promotion ...that's Family Circle

ACTIVISM!
WESTERN UNION
TELEGRAM
P K LEBERMAN=FAMILY CIRCLE MAGAZINE=
25 WEST 45 ST=
"AS ALWAYS WE AT KROGER WILL BE HAPPY TO TIE IN WITH THIS PROMOTION AS WE HAVE FOUND THAT THEY HAVE BEEN VERY BENEFICIAL TO US IN THE PAST"=
A R TOUSEY GROCERY SALES MGR THE KROGER CO MADISON=
"P K LEBERMAN=
=25 WEST 45 ST=
"YOUR PLANS TO TIE IN WITH NATIONAL FOOD CONFERENCE PROGRAM
"MEAL TIME IS FAMILY TIME" THEME PROMOTION IS EXCELLENT= STA
MARGE, IS CO-SPONSOR OF THE NATIONWIDE PROGRAM WE FEEL SURE
RETAILERS WILL TIE IN WITH YOUR PROMOTION INCLUDING CONSUMER
CONTEST=
MARIE KIEFER
MARGE=
P K LEBERMAN=FAMILY CIRCLE MAGAZINE=
25 WEST 45 ST=
"VIRGIL REYNOLDS OUR MERCHANDISING MANAGER ENTHUSIASTIC ABOUT MEAL TIME IS FAMILY TIME PROMOTION= SAYS HE WELCOMES OPPORTUNITY TO PARTICIPATE"=
IRVING W AXELROD EXEC VICE PRES J WE
HOUSTON=
P K LEBERMAN=FAMILY CIRCLE MAGAZINE=
25 WEST 45 ST=
"IT IS WITH MUCH ENTHUSIASM THAT WE ANTICIPATE MEAL TIME IS FAMILY TIME PROMOTION IN JANUARY"=
L E ELLINGSON ADV MGR CHECKER FRONT STORE
AUSTIN=
P K LEBERMAN=FAMILY CIRCLE MAGAZINE=
25 WEST 45 ST=
"YOUR MEALTIME IS FAMILY TIME PROMOTION IN COOPERATION WITH THE NATIONAL FOOD CONFERENCE IS WELL TIMED AND SHOULD PROVE HELPFUL TO OUR CUSTOMERS AS WELL AS SELL MORE FOOD FOR US= WE BELIEVE THAT THIS PROGRAM PRESENTS A MERCHANDISING OPPORTUNITY FOR US TO DISPLAY AND SELL THOSE FOOD ITEMS THAT WILL TIE IN WITH YOUR EDITORIAL PACKAGE"=
A K SPRENKLE VICE PRES AMERICAN STORES
PHILADELPHIA=
"P K LEBERMAN=
=25 WEST 45 ST=
"YOU CAN COUNT ON 100% COOPERATION OF NATIONAL TEA BRANCHES= THIS WILL BE THE HIGHLIGHT OF JANUARY MERCHANDISING OPPORTUNITIES TO START NATIONAL FOOD STORES-TOWARDS ANOTHER RECORD YEAR IN 1960 KEEP US POSTED SO WE CAN ADVISE OUR BRANCHES= LOOKS LIKE A WINNER FOR FAMILY CIRCLE AND NATIONAL TEA AS WELL AS ALL PARTICIPANTS IN THE INDUSTRY"=
VAL S BAUMAN VICE PRES NATIONAL TEA CO
CHICAGO

Over six thousand supermarkets heard from—in one week! And the telegrams keep pouring in . . . from Oakland, Amarillo, Philadelphia, New York . . . from ad managers, division managers, merchandising managers . . . chains, co-ops, independents. "Yes"—they're going to support Family Circle's January promotion, featuring the National Food Conference's "Mealtime Is Family Time."

The NATIONAL FOOD CONFERENCE is impressed. General Chairman Charles B. Shuman says, "Highly impressed at the immediate response—6,500 food stores promising country-wide participation in the 'Mealtime Is Family Time' promotion. We appreciate Family Circle's cooperation in impressing all consumers with the importance of food for health and happiness in everyday living."

We're impressed too—but not surprised. Because this is the way grocers respond to Family Circle ACTIVISM. They know ACTIVISM gets results . . . moves women into stores and products off shelves. No wonder grocers like Family Circle and back Family Circle promotions. (over 8,000 supermarkets displayed our *last* promotion, 1,800 retail ads featured it.)

ACTIVISM sells grocers because it sells women, sells products. Why not get ACTIVISM selling for you? Let us tell you more about "Mealtime Is Family Time"—and ACTIVISM.

FAMILY CIRCLE IS ACTIVISM!

...the dynamic new concept of total magazine performance

(*More examples of* ACTIVISM-*at-work in these pages soon.*)

NTA Sets Live 'Day Watch' Programming Storevision Outlets

NEW YORK, Sept. 29—National Telefilm Associates has been making the rounds of agencies to interest them in its new "Day Watch" program, to be televised to out-of-home locations as well as regular home audiences.

About 29 agency presentations have been made during the past couple of weeks on the new daytime schedule, which will consist of 54 hours of live programming each week. "Day Watch" will be televised from 9 a.m. to 6 p.m. Mondays through Saturdays, on WNTA-TV, Newark, owned and operated by NTA.

The new program formula will consist of news reports, weather reports, time announcements, sports reports, menu suggestions, household hints, fashion news, beauty aids and many other features. All features will be limited to one-minute segments. Actually, 50 seconds will be devoted to the feature, with the remaining 10 seconds allotted to a commercial.

To reach away-from-home locations with its daytime programming, NTA has set up a new division called NTA Storevision, which will equip supermarkets, laundromats and other away-from-home spots with television receivers.

Ted Cott, NTA's vp in charge of owned stations, is general manager of Storevision.

■ Several advertisers have been signed for the new program, but Mr. Cott would not disclose their identity. "Only three advertisers of competing brands can participate in the program," he explained.

About 400 supermarkets and 300 laundry centers in the metropolitan area have been signed to participate in Storevision. NTA will pay the store a rental fee based on the amount of store traffic.

Target date for the new daytime program has been set for Nov. 2.

Storevision also has licensed stations in nine other major markets and will set up the program in these areas after it has been launched in New York. The new company hopes to go into about 25 top cities eventually, Mr. Cott said.

Advertisers will be billed on the basis of a cost per 1,000 customers. Mr. Cott explained that the cost to advertisers in this area will be about 64¢ per 1,000. This cost will come down to less than 30¢ per 1,000 when the home audience is added, he said. #

Promotes Tom McEwan

The Hudnut-DuBarry division of Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., has promoted Thomas J. McEwan to the new position of marketing director, new products. Bruce Ross, formerly vp of J-E Plastics Mfg. Corp., succeeds Mr. McEwan as merchandising manager of the division. Mr. McEwan joined Warner-Lambert in 1946.

Philly Dailies Win Ad Contest Prizes from PNPA

The *Philadelphia Inquirer* and the *Philadelphia Bulletin* tied for first place among promotions in the over-75,000 circulation class in the 1959 classified advertising best promotion and best ad ideas contest sponsored by the Pennsylvania Newspaper Publishers Assn. In the same circulation category, the *Pittsburgh Post-Gazette* won for the best ad idea.

Other winners: In the 25,000 to 75,000 circulation class, the *Herald-Mail*, Hagerstown, Md., won for best promotion, and the *Bethlehem Globe-Times* had the best ad ideas. In the under-25,000 class, the *Sharon Herald* won the first place for best promotion, and the *Sayre Evening Times* was judged to have the best ad ideas.

Munsingwear Sets Campaign

The men's and boys' division of Munsingwear Inc., Minneapolis, will use tv and magazines in its fall and winter campaign. The company will be a participating sponsor on the "World Championship Bowling" tv show in 64 markets. Munsingwear tv spots will feature golfer Jack Burke Jr., bowler Buddy Bomar and football star Otto Graham. Magazines on the schedule include *Life*, *Look*, *Sports Illustrated* and *Time*. Powell, Schoenbrod & Hall, Chicago, is the agency.

GEE, DAD—*This spread in the Oct. 3 issue of The Saturday Evening Post features the second of five Norman Rockwell paintings done for Parker Pen Co. Tatham-Laird, Chicago, is the agency.*

Casselberry Leaves Company

William S. Casselberry, cofounder of Mytinger & Casselberry, Long Beach, Cal., has retired as president of the corporation. Lee S. Mytinger and Mrs. Mytinger have purchased all voting stock, and Mr. Mytinger becomes principal executive. Mr. Casselberry will serve as consultant to the company, which markets Nutrilite food supplement.

Grey Names 2 Account Execs

Reed M. Badgley, formerly an account executive with Sullivan, Stauffer, Colwell & Bayles, and Jim Ackley, formerly an account executive with Warwick & Legler, have joined Grey Advertising, New York, in similar capacities.

Metro Area	People/sq. mi.	Population	Square Miles
Tidewtar	967	772,700	799
Birmingham	569	635,600	1,118
Jacksonville	568	441,200	777
Atlanta	538	926,800	1,724
Tampa-St. Pete	504	657,800	1,304
Charlotte-Gastonia	451	405,900	900
Miami	425	873,300	2,054

Note: All figures above are from Sales Management.

FREE

We'll send you free data on the growing Vermont market and how you can reach it easily, effectively and economically with just one newspaper group. Write THE VERMONT ALLIED DAILIES, Rm. 516, Statler Office Bldg., Boston Mass.

Kenney Clausson Myers Wedereit Becker Richardson Templeton Neary Mullen McKinley Niles Slama

SAFARI—*Associated Business Publications' Ad-Ventures Safari stopped in several cities last week to show the association's new film on the role played by business papers. Discussing the show in Chicago are Dave Kenney, Oil & Gas Journal; Jerry Clausson, Chemical Week; E. M. Myers, Victor Chemical Works; Gene Wedereit, Chemetron Corp.; Al Becker, Chemical Week. Viewers in Pittsburgh included C. P. Richardson, Erwin Wasey, Ruthrauff & Ryan, and C. B. Templeton, Allegheny Ludlum Steel Co. In the New York audience were Jim Neary, Geyer-McAllistar Publications; Bob Mullen, Remington Rand; Frank McKinley, Product Engineering; George Niles, Hazard Advertising Agency, and Fred Slama, Batten, Barton, Durstine & Osborn. The cities visited were Chicago, Detroit, Cleveland, Pittsburgh and New York.*

Borden Sets Cheese Push; Introduces Hostess Jar

Borden Foods Co., New York, has scheduled ads in 125 newspapers in 40 states to support its fall cheese promotion. The campaign ties in with the cheese industry's October Cheese Festival. The three product groups to be promoted are process cheese spreads, a two-pound package of Chateau process cheese, plus grated Parmesan and Romano cheese.

The push will also introduce a new five-oz. glass hostess jar for the process cheese spreads. Designed for use on cheese trays, it is a low jar which tapers to a wide base. It has a wide mouth and a twist-off cap. This is Borden's third cheese promotion this year; the other two were Lenten and spring promotions. Young & Rubicam, New York, is the agency.

$12,000,000 Ad Budget for Swimming Pool Industry

The swimming pool industry will spend more than $12,000,000 on advertising this year, according to the National Swimming Pool Institute, New York. Three-fourths of the ad budgets are going into newspaper space, with the remainder divided among radio, tv, consumer magazines, trade publications, classified directories and direct mail, the institute estimates.

A Pools for Better Living exhibition will be held in the New York Coliseum Dec. 12-15, sponsored by the institute. Three of the most popular types of residential pools will be installed along with a huge 30x60 ft. pool which will be banked with a grandstand.

JWT Plans Juvenile Push

Starting in October, a radio and tv campaign prepared by J. Walter Thompson Co. will support the White House Conference on Children and Youth, scheduled for next March. An Advertising Council campaign, its aim is broaden understanding of the national conference, increase participation in preliminary state conferences, and interest in juvenile problems.

GREATEST POPULATION CONCENTRATION IN THE ENTIRE SOUTHEAST

Over 3¼ Million People in Less Than Half the Area of Metropolitan Atlanta or Miami!

TIDEWATER, VA.

Here is a metropolitan area richer in retail sales than metro Richmond, Roanoke, and Lynchburg combined . . . yet so compact that you can sell more through fewer outlets, get better distribution of advertised merchandise, better coordinated wholesale and retail promotion . . . more positive sales results per man-hour of your merchandising effort, and per advertising dollar!

TIDEWTAR is a better way to spell it—and sell it. For WTAR-TV has led in every audience survey ever made here, has *no* duplication within the metro area, and virtually no competition from *any* station outside the market!

Call or wire WTAR-TV, Norfolk, Va., or your Petry man.

Surprised? No wonder. Since 1950 Tidewtar has been growing at 2¼ times the national rate! Also, its true size is obscured by the fact that the U. S. Government unrealistically lists Norfolk and Newport News as separate metro areas.

Sales Management and other statistical references follow suit, which gives rise to a lot of mistaken ideas about the "Norfolk market". Always add Norfolk & Newport News, all ways. They are much closer together than Tampa-St. Pete, for example, with more people, and nearly *twice* the population density!

WTAR CBS TELEVISION

Norfolk, Va. · Channel 3

Represented by Edward Petry & Co.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

Along the Media Path

Argosy is offering a month's vacation for two, two weeks in South America, and 1,000 other prizes for prize winning answers to the question "What would you do with 2,000,000 empty barrels?" Every year distillers utilize 2,000,000 barrels, costing $25 apiece, and because there is no ready market for them they are sold for 25¢ each. *Argosy* is asking its readers to offer suggestions for uses of the barrels; answers will be kept confidential so that the contestant can commercialize his idea.

• **WCFL,** Chicago, beseiged with World Series ticket requests, impossible to fill, helped solve the problem by inviting clients and friends for cocktails and luncheon at the Sarah Siddons Walk, at the Ambassador East Hotel, where a battery of television sets were set up. Invitations were printed to look like series tickets, and actual game programs were passed out to those present to preserve the World Series atmosphere.

• Boxed in a golden carton and weighing three pounds, **Esquire's** Christmas Jubilee issue will feature a 12-page full color "gift guide of the century" section and a 32-page section of "literary curiosities."

• **Radio Advertising Bureau** has launched what it says may be the largest radio sales campaign ever aimed at a single group to convince automobile dealers that radio is the best advertising medium for meeting increased competition effectively.

• Nearly 100 affiliates of the **NBC** television network are participating in the network's promotion managers contest for the best, most complete and imaginative campaigns on behalf of the entire NBC-TV fall evening schedule. The five top winners will receive an eight-day, all-expense-paid trip to Hollywood.

• The September issue of **Glass Digest** displayed a new face including a new cover, layout and type face.

• Scotch plaid ties were sent to some 600 retail executives by **Redbook** and **Good Housekeeping** in conjunction with a joint General Mills-National Apple Institute "Applescotch pie" promotion.

• **WFMY-TV,** Greensboro, N.C., marked its tenth anniversary with week-long celebrations, which included special tv broadcasts.

• **WMAL-TV,** Washington, launched its fall campaign with a yacht cruise to watch the President's cup race on the Potomac River. More than 300 guests representing Washington and Baltimore agencies and advertisers were invited on the cruise.

• **KYSN,** Colorado Springs, has formed its own Department of Good Advertising Practices to check on advertisers' claims prior to broadcast. "KYSN Seals of Good Advertising" are issued to merchants who meet high standards of honesty in their advertising.

• The **Philadelphia Inquirer** distributed a 60-page "Delaware Valley, U. S. A." rotogravure supplement with all copies of its Sept. 22 issue. Based on the theme, "The Soaring 60s," the eighth annual supplement presented an economic and industrial forecast for the area during the next decade and special features on the port, public utilities, colleges and churches and Philadelphia development projects.

• The **Iowa Farm Bureau Spokesman** recently celebrated its silver anniversary. Started in 1934, in Grundy Center, Ia., it says it is the only farm newspaper to break down its one-state market into 12 separate editions.

• As a community project, **WPEN,** Philadelphia, recently asked its listeners to send in old radios for the Philadelphia Working Home for the Blind. Within three days, officials of the home asked the station to call off the campaign because of the overwhelming response.

• **KXOK,** St. Louis, marked its 21st anniversary, with only the following announcements aired throughout the 24 hours of birthday broadcast: "Today is our twenty-first birthday here at KXOK . . . but the good wishes go to you—our listeners from all of us here at Radio Park. Thanks to your enthusiastic support, KXOK looks forward to many more years of successful broadcasting."

• Because of a wildcat strike at the Amsterdam plant of De Arbeiderspers, N. V., **Newsweek International** was printed under last-minute arrangements at McCall Corp., Dayton, O., and flown to Amsterdam via a chartered TWA airliner. Only six advertisements scheduled for the edition did not run because duplicate copy was not available in the U.S.

• The Sept. 21 issue of **Sports Illustrated** was the biggest issue ever published in its five-year history. Devoted primarily to the 1959 football season, the issue contained 80 pages of advertising, including 32 regional pages.

• **WOR-TV,** New York, is presenting a new series of feature films, "Sneak Preview." These films, shown for the first time on the local screen, will be unannounced. Title of the film will be revealed one minute before showing.

• Participating in the newspaper

World-Review
OF HOTELS AND TRAVEL
THE INTERNATIONAL NEWS WEEKLY FOR THE ENTIRE HOTEL & TRAVEL INDUSTRY
HCA to Sell Boston Units; Sets Motel-Office Center, D. C.
A Second Sheraton For Philadelphia?
Thurston Bares Cut-throat Convention Sales Tactics, at N.Y.S.H.A.'s Whiteface Meeting
New Orleans Isn't Elects Weiss For Fifth Time
Mid-South Weighs Upgrading, Credit; Ala. Picks McDonald
Sharpe Leaves Gill For Crothers

...to better serve
the rapidly growing
restaurant, hotel, and
motor hotel markets
the
Ahrens Publishing Company
announces
2 *exciting publishing*
moves...

Restaurant Management
PROFIT-MAKING
San Francisco's Pancake Palace
Waitress Training, 30 • Ideas in Brief, 52 • Rating Employees, 61 • Meeting the Holiday Rush, 96

Your Company Design on
QUALITY TIES
ALABAMA
Gives a new and unusual
PROMOTION TIE-IN
Special ties made to your specifications help you launch new products and sales themes. Use this new promotion and premium idea with salesmen, dealers and customers or give-away at conventions. Prices from 60c a tie. Write for details.
SCOT TIES LTD.
Dept. 10A, 401 Fifth Avenue, New York 1, N.Y.

industry's "Live Better by Far with a Brand New Car" promotion were 750 newspapers in 534 markets. About $3,300,000 of advertising carried the "Live Better" theme or symbol, reports the **Bureau of Advertising,** American Newspaper Publishers Assn.

• **WDRC,** Hartford, basic CBS radio outlet for Connecticut, has a new public participation feature, "The Gripe Line," in which listeners are invited to phone in their gripes on any subject. Those accepted are telephone-recorded as 30-second spots and then rebroadcast. The listener gets $1 for contributing the gripe. Each week the contributor of the best gripe gets $5.

• The **Seattle Times** published the entire classified advertising section on gold-color paper in its Sept. 18 issue to mark a record volume in one issue of 54,250 lines, representing a new record of 3,471 individual ads.

• **Together,** Methodism's family magazine, will commemorate the 175th anniversary of the organization of Methodism as a church with a special 128-page issue Oct. 15. Of the 128 pages, 32 will be in color.

• **CJOB,** Winnipeg, Man., has banned all rock 'n' roll from its programs. Hoping to start a nationwide trend to more melodic music, CJOB's music policy will be, "If you can't sing or whistle it, we won't play it."

• The **Chicago Tribune** will publish a "Follow the Sunshine" supplement in its Nov. 6 issue. The supplement, designed as a guide for wintertime travelers, will highlight popular winter resort havens in Florida, California, Hawaii, Mexico, the Caribbean and other sunny spots.

• Filmed highlights of a 20-car motorcade which toured midtown Manhattan spotlighting **NBC's** "Total Television" theme were shown on Sept. 24 on the "Today" show. Each car featured a different program or particular area of the NBC-TV network's new fall schedule program.

• **WLW Helicopter Traffic Service,** Cincinnati, celebrated its second anniversary with a proclamation by Cincinnati's Mayor Donald D. Clancy of Sept. 15 as "Helicopter Traffic Control Safety Day."

• Richmond **Times-Dispatch** and **News Leader** have published a study, the "Climate of Persuasion." Contents of the 58-page booklet include discussions on the decision to buy, survey design and method, the climate of persuasion, personality dimensions and the over-all images of radio, tv and newspapers. Additional information may be obtained from Richmond Newspapers Inc., Richmond, Va.

• *Le Monde,* the *Neue Zurcher Zeitung* and *Die Presse,* leading dailies in France, Switzerland and Austria, respectively, have all joined **TEAM** (Top European Advertising Media), a network of "quality" newspapers in Europe. TEAM was organized to enable the member papers to exchange information and to help one another get an additional share of international advertising budgets. The participating papers are required to have two elements in common: Quality readership and international prestige.

Department of New Laurels

Life reports a 9½% gain in advertising for the first nine months of 1959 over the corresponding period the previous year.

The **London Free Press,** London, Ont., showed an increase of 56,746 lines of color ads for the first six months of 1959 over the same period in 1958.

The Contractor had an 11% increase in space sales for the first nine months of this year over the same period in 1958.

Rack Merchandising reports a 100% increase in advertising for the first six months of 1959 over the comparable 1958 period.

House Beautiful reports a 10.8% increase in gross advertising revenue for the first 10 months of 1959 over the same period in 1958.

Ebony reports a 22% increase in advertising volume for the third quarter of 1959 over the corresponding period in 1958. #

RALPH NEUMAN, *treasurer of Benton & Bowles, has been elected president of the Advertising Agency Financial Management Group, New York, 12-year-old organization of top financial representatives of 66 advertising agencies. Mr. Neuman succeeds Irving J. Paulus, secretary-treasurer of Warwick & Legler.*

Michelson Joins Schenley

Leonard Michelson, former sales manager of Madera Bonded Wine & Liquor Co., Baltimore, has been appointed national sales manager of the Cresta Blanca and Roma Wine Co.'s, marketing affiliates of Schenley Industries Inc., New York. Stanford Wolf continues as exec vp and general manager of both companies.

Burner to American Cyanamid

Ashley W. Burner, formerly vp and director of Creative PR Inc., public relations subsidiary of Anderson & Cairns, New York, has joined American Cyanamid Co.'s fibers division as manager of product publicity and promotion.

1

Effective January 9, 1960

Hotel Management

and World-Review

of Hotels & Travel

will be **Combined** *into*

"Hotel World-Review"

and HOTEL MANAGEMENT

–A news-feature weekly guaranteeing 12,000 (ABC) Top Hotel Executives

2

Effective July 1960

Restaurant Management

will deliver to its advertisers

60,000 Controlled Circulation

with bonus circulation for the first 6 months of 1960!

* 71 Vanderbilt Avenue, New York 17, N.Y.
201 North Wells Street, Chicago 6, Illinois
583 Eight-O-Five Peachtree Bldg., Atlanta 8, Georgia
633 So. Westmoreland Avenue, Los Angeles 5, Calif.
Phillips & Van Orden Bldg., 900 Third St., San Francisco 7, Calif.

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

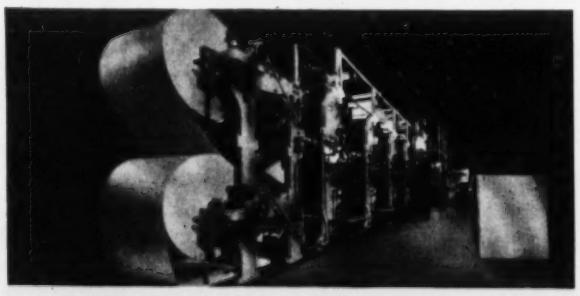
89 E. Illinois St., Chicago 11, Ill.
Whitehall 4-2930

Passage of Khrushchev Orbit Across U. S. Gave Advertisers Something to Talk About

Let's ask Mr. X why there's NO MADISON AVE IN MOSCOW
"ГДЕ Я МОГУ КУПИТЬ* РОШТ?"
YOU CAN SAY 5 WORDS TO Nikita Khrushchev
A MESSAGE TO KHRUSHCHEV
MR. Khrushchev!
WE WANT YOU TO KNOW... WE REMEMBER!
COMMUNICATIONS WORKERS OF AMERICA AFL-CIO
"Мир и Дружба!"
("Peace and Friendship!")
WE'RE LISTENING, MR. K...
L. A. applause for KHRUSHCHEV will aid Soviet propaganda and harm U. S.!
YOU can help our President show America's MORAL strength
A Propaganda Trap in Los Angeles and what YOU can do about it
Sept. 19
WELCOME, MR. KHRUSHCHEV
INSIDE THE KHRUSHCHEV ERA

Heublein to Import Whisky

Crock of Gold Irish whisky, formerly imported into the U.S. by Bacardi Imports Inc., New York, has been moved to Heublein Inc., Hartford, Conn., by Gilbey's Ltd., British distiller of the brand. Heublein has not yet assigned the advertising account to an agency. Brooke, Smith, French & Dorrance has been handling the account for Bacardi.



HAVE YOUR NEXT CATALOG PRINTED IN DENVER...

Let our giant roll-fed, 4-color web-offset press produce your next catalog attractively, speedily and economically here in the nation's center of distribution — Denver. Price lists, manuals, magazines, newspapers, broadsides, etc. — all can be efficiently produced on this amazing press. Two hundred Hirschfeld employees are ready to assist you with COMPLETE design, artwork, typesetting, platemaking, presswork, binding, and mailing services.

Write, wire, or phone CHerry 4-3321 for any information you desire

THE A. B. HIRSCHFELD PRESS

Speer at Acoma • Denver 4, Colorado

Erie Dailies Offer New Discount Plan

ERIE, Sept. 29—The *Erie Times* and *News* have announced a continuity-impact-discount plan for national advertisers which follows closely C-I-D plans adopted earlier this month by newspapers in Louisville and Nashville.

The Erie setup, to go into effect Dec. 1, provides discounts of up to 12% for advertisers which contract for space on a 13, 26, 39 or 52-week frequency.

The *Times* and *News* plan represents a variation on the C-I-D plan created by the *Louisville Times* and *Courier-Journal* (AA, Sept. 14) and later adopted by the *Nashville Banner* and *Nashville Tennessean* (AA, Sept. 21).

In Erie, as in Louisville, discounts are figured on the amount of linage per week run in a specified number of weeks within 13-week cycles. Discounts for advertisers in the Erie dailies range up to 12% for 1,000 lines a week in 40 of 52 weeks.

■ To qualify for discounts, advertisers in the *Times* and *News* must run 10 weeks within 13, 20 within 26 weeks, 30 within 39, etc. Basic weekly requirements in Erie will be 100 lines. The original Louisville plan requires a schedule of 12 within 13 weeks, 24 within 26 weeks, etc., and has a minimum weekly requirement of 300 lines. #

Biedler Named Ad Head

Richard T. Biedler has been appointed advertising manager of American Society of Heating, Refrigerating & Air-Conditioning Engineers, New York. This is a newly created position. The society is an amalgamation of the former American Society of Heating & Ventilating Engineers and American Society of Refrigerating Engineers. Mr. Biedler, formerly West Coast advertising representative of the society, will supervise the national sales program for *ASHRAE Journal*, the society's monthly publication, and the 1960 *Heating, Ventilating, Air Conditioning Guide* and other annual publications now under consideration.

William Jones Joins Katz

William O. Jones, formerly with the radio sales staff of H-R Representatives, has been named a radio account executive in the Atlanta office of Katz Agency, New York, media representative.

Roberts Joins Palmer, Codella

Harold L. Roberts, formerly with G. M. Basford Co., New York, has joined Palmer, Codella & Associates, New York, as an account executive.

Information for Advertisers

The **Radio Advertising Bureau** has published a brochure on the teen radio market. Additional information may be obtained from the Radio Advertising Bureau, 460 Park Ave., New York 22.

• **Redbook** has published a 55-page industry and market report on "Shampoo Preparations for Home Use," and a 20-page report on "Baking—a Survey of Redbook's Young Adults." Copies of these two surveys may be obtained from Donald E. West, director of marketing research, *Redbook*, 230 Park Ave., New York 17.

• "Editorial Highlights for 1960," a two-color brochure, gives advertisers and agencies a month-by-month editorial theme picture of **Food Service** for the coming year. Copies of the brochure are available from *Food Service*, 2132 Fordem Ave., Madison 1, Wis.

• **Parents' Magazine** has published its data book (No. 4) on "Families with Children." Included in the booklet is information on the number of marriages, births, and population trends. Additional information is available from Allison R. Leininger, *Parents' Magazine*, 52 Vanderbilt Ave., New York 17.

• **John Warner Co.** has designed a character counter which converts typewritten copy into characters. Made of heavy acetate with reading surface matted to eliminate glare, the counter is printed in red for contrast against copy. Imprinted on the top of each tool (one for pica and one for elite) is a conversion ruler more than 7" long which converts inches into the number of typewritten characters. Price is $5 from John Warner Co., Box 595, Ithaca, N. Y.

• **The Television Bureau of Advertising** has prepared a new brochure promoting the use of television in retail selling. Additional information may be obtained from the Television Bureau of Advertising, 444 Madison Ave., New York 22.

• The **Progressive Farmer** has published a 32-page booklet on "Household Products Used by Southern Farm Families." Copies of the survey are available from the research department, *Progressive Farmer*, Birmingham 2, Ala.

• **Roy Bernard Co.** has published a booklet on "The European Common Market—What It Is, What It Means," which tells in text, maps and charts how six Western European nations are moving to integrate their economies. Copies are available from Roy Bernard Co., 635 Madison Ave., New York.

• **Reader's Digest** has published a reference pamphlet indexing all articles and advertising which appeared in the *Digest* during 1958. Additional information may be obtained from Fred D. Thompson, advertising director, *Reader's Digest*, 230 Park Ave., New York 17.

• **Advertising Requirements** has published a "Promotion Almanac for 1960" which lists organizations' promotions and dates for the coming year. Copies priced at $1 per copy may be obtained from *Advertising Requirements*, 200 E. Illinois St., Chicago 11.

• Fact Finders Associates has recently completed a survey for **World Tennis** on income, travel, and auto-buying habits of its readers. Additional information may be obtained from *World Tennis*, Box 3, Gracie station, New York 28.

• **Management Methods** has published four reports on "The Market of the Middle Billions," "A study of the effect of company size on management level of executives who initiate buying action," "A comparative circulation study of management media for 1959" and "Top executives readership study of selected business magazines." Copies of the reports are available from *Management Methods*, 22 W. Putnam Ave., Greenwich, Conn. #

Agency Changes Name

Goodwin-Dannenbaum, Houston, has changed its name to Goodwin, Dannenbaum, Littman & Wingfield. The name reflects the presence in the agency of Earl Littman and Anna Jane Wingfield, both formerly with Abbott & Earl, which merged with Goodwin-Dannenbaum six months ago. At that time Mr. Littman became a director and exec vp of Goodwin-Dannenbaum. Mr. Goodwin remains as chairman of the agency and Mr. Dannenbaum remains as president.

Couponer Plans Ad Drive

Premium Associates, Newark, will use 600-line ads in 160 newspapers in 14 southern states to promote its Red Scissors coupon plan. Premiums found to be most popular in the South will be offered at a reduced coupon rate. Red Scissors coupons appear on labels of a variety of grocery products sold by cooperating companies in the Premium Associates group. Gray & Rogers, Philadelphia, is the agency.

CFAC Slates Benefit Fete

The Chicago Federated Advertising Club will hold its 1959 benefit and Christmas party for the Off-The-Street Club (for youngsters ages six to 16) Thursday, Dec. 10, at the Conrad Hilton Hotel. A three-hour stage show will feature top Hollywood and New York celebrities and local talent. *Chicago Sun-Times* columnist Irv Kupcinet is arranging for the entertainment.

McConaughy Joins Westclox

David McConaughy, formerly a marketing analyst with McCann-Erickson, Cleveland, has joined the Westclox division of General Time Corp., La Salle, Ill., in the new post of market research manager.

VP * visual power

give your ads a top VP* rating

Ads and printed pieces appeal almost exclusively to the eyes and what better way to assure that appeal than a setting by SERVICE Typographers. Care and craftsmanship go into every assignment. Type buyers will see the difference . . . customers and prospects will act on it.

Call SERVICE today and put some VP* into your ads and literature.

SERVICE typographers, inc.

723 S. WELLS ST. CHICAGO 7, ILLINOIS HArrison 7-8560

"Brennan in for WGN"

Terry Brennan, former All American and head coach from Notre Dame, is "color man" on WGN Radio's Midwest College Game of the Week* this fall—another example of that "something extra" which Midwest listeners have come to expect from WGN Radio.

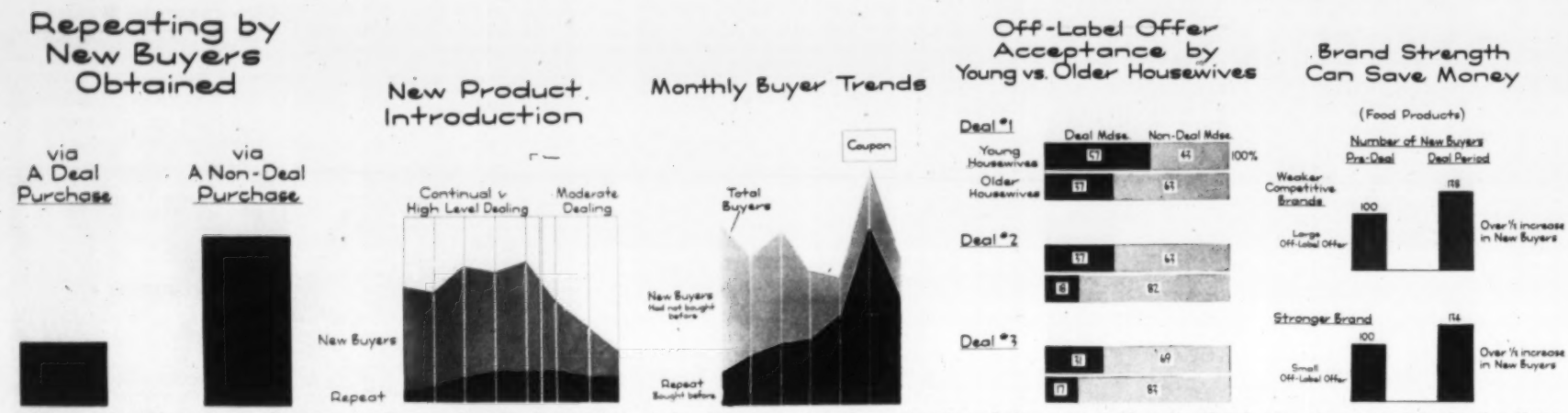
Other "extras" are • On Cubs' baseball, former player-manager, Lou Boudreau • On Bears' Pro Football, former all-star pro guard, George Connor • Greatest all-round sports staff in the nation composed of veterans Jack Brickhouse, Vince Lloyd, Jack Quinlan and Lloyd Pettit.

Add to this the best in music, public service programming and top personalities—it's no wonder WGN Radio reaches more homes than any other Chicago station!

**Sponsored by General Tire & Rubber Company and Oak Park Federal Savings & Loan*

WGN RADIO—CHICAGO

THE GREATEST SOUND IN RADIO



HOW TO DEAL—*These charts illustrate a talk on consumer deals given at the Assn. of National Advertisers sales promotion workshop by Frederic G. Berner, vp of Market Research Corp. of America (AA, Sept. 21). The five charts above (from left) show: (1) Where dealing is widespread, new buyers repeat more often if a deal was not involved in the original purpose. (2) Where repeat buying rate is low with a new product, continual and high level deals are unlikely to change the non-acceptance pattern. (3) A deal can sometimes help a new product if offered some time after introduction; here a new brand used a coupon and showed almost all of its gain among previous buyers. (4) An off-label offer (where label contains reduced price offer) draws better from younger housewives than older ones, in many instances. (5) A strong brand franchise can result in savings, as in this case where the strong brand pulled new buyers as well with a small off-label offer as the weaker competitor did with a large off-label offer.*

Heinz Adds New NBC Show

H. J. Heinz Co. will be a participating sponsor of "Split Personality," a new NBC-TV daytime show starring Tom Poston, beginning Thursday, Oct. 1. The show's time is 4:30 to 5 p.m. Heinz already participates in sponsorship of "Concentration," "The Price Is Right," "Tic Tac Dough" and "Treasure Hunt." Maxon Inc. is the agency.

'Agricultural Banker' Bows

The first issue of *Agricultural Banker* has been published by Franchise Publishing Co., 919 N. Michigan Ave., Chicago. Basic b&w page rate is $465. The first issue of the monthly was sent to more than 17,000 executives of banks serving agricultural communities. Philip C. Miller is publisher and Lawrence F. McClure is ad manager.

Appoints Richard Maass

Breast-O'-Chicken Tuna, San Diego, has appointed Richard H. Maass eastern division sales manager, succeeding Tom Bolger. Mr. Maass was formerly with Paris & Peart. In his new post he will also be responsible for sales of Purr cat food in the eastern division.

Ford Joins Dickerman

Richard F. Ford, formerly a research associate at McGraw-Hill Publishing Co., has joined Dickerman Advertising, New Hyde Park, N. Y., as research director. The agency has been appointed to handle D. Kalfaian & Son, Manhasset, manufacturer of quality floor coverings.

Fitzgerald Opens PR Unit

Fitzgerald Advertising Agency, New Orleans, has organized a public relations division, to be headed by C. A. Rogers, who will also be a vp. He formerly was assistant to the president in charge of public relations and advertising at Petroleum Chemicals Inc., New Orleans.

McGinty Shifts to New York

House Beautiful has reassigned Edwin J. McGinty from the Ohio territory to the New York sales staff.

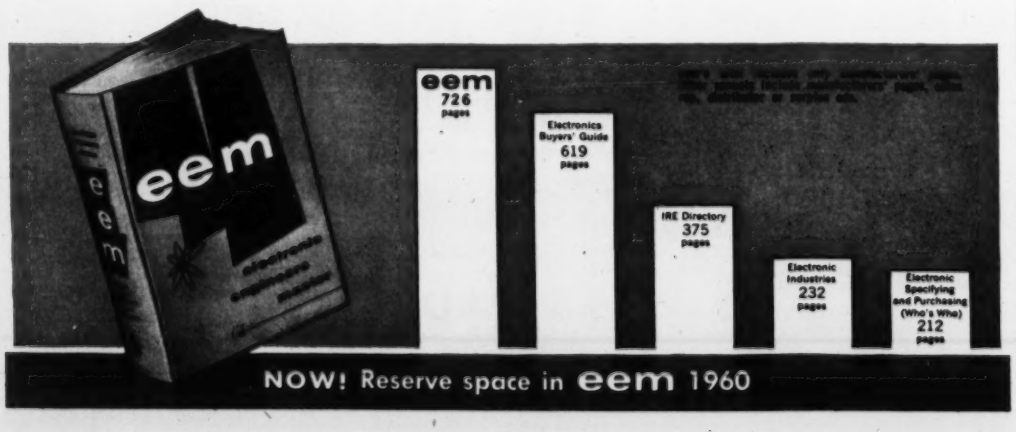
NO. 1
AMONG ALL ELECTRONIC ANNUALS
eem
ELECTRONIC ENGINEERS MASTER

More pages of manufacturers' advertisements...726; more pages of directory material...554; greatest gain in number of paid pages over 1958 edition...221; most complete buying directories in every detail—a clean sweep for the new 1959 edition of eem over all annuals serving the electronic market.

This in itself is a proud record, but to attain it in the second edition, when competitive annuals have been publishing from 12 to 19 years, is a remarkable achievement. So remarkable, in fact, that every electronic manufacturer and every advertising agency representing clients selling the electronic market should use eem—the number one annual—to spearhead their selling and advertising program.

Our sincere thanks to the manufacturers who had the faith to support this lusty infant and its new streamlined concept of product presentation. Our thanks, too, to the 56,000 engineers and purchasing agents who, by their day-in and day-out reliance on eem, have proved to manufacturers that eem is the most effective way to present their product information. Now, if you want to assure yourself that eem also ranks first in reader preference, take advantage of our free offer and survey your customers at our expense. Write for details to:

eem—Electronic Engineers Master, 60 Madison Avenue, Hempstead, New York, IVanhoe 6-7755.



Ask the man who gets around...

WDBJ is one of the best buys in television . . . *anywhere!*

WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, $2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, Anne Howard's PANORAMA, most popular women's show in the area, has an average daily rating of 14.7, and delivers viewers for only 82 cents per M on a 10 Plan; $1.05 on a 5 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at PANORAMA and other "best buys" offered by WDBJ-TV.

*all cpms based on March, 1959 NSI

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV CBS CHANNEL 7

Maximum Power - Maximum Height

ROANOKE, VIRGINIA

The Gerald Bloods and friends of Sedgwick County, Kansas, as featured in Farm Journal

Squaw skirts and sport shirts . . . a hi-fi tune, an attractive room . . . this is the way prosperous FARM JOURNAL families, like the Bloods, live—and want to live.

Don't sit out this marketing opportunity. Go to the folks with the *dough-si-dough*. They'll get your message—and your product—if you remember these two important facts: Nothing influences farm families like a farm magazine—and no farm magazine means so much to so many as FARM JOURNAL, *biggest in the country*.

HI-BUY LOW-DOWN

$ *Cash* income per average farm family is *up* 40% in the past 10 years.

$ The *average* farm family now spends an estimated $10,000 per year . . . the *average* FARM JOURNAL farm family more than $12,000 per year.

The magazine farm families everywhere depend on . . .

FARM JOURNAL

GRAHAM PATTERSON, Publisher
RICHARD J. BABCOCK, President

HURRY—*Because the Heath English toffee candy bar has sold extensively in the adult market, this ad has been slanted to grown-ups. The ad ran first in the Sept. 24 Chicago Tribune and Sept. 25 Daily News. It is scheduled also for the Daily News Oct. 8.*

Heath Expands Marketing of Its Ice Cream Bar

ROBINSON, ILL., Sept. 29—L. S. Heath & Sons is introducing its new Heath toffee ice cream bar in major markets throughout the U.S. as production and distribution are obtained. With dairies in many markets already franchised, Heath is continuing to expand its license program.

The new ice cream bar (AA, Aug. 3) is made of bits of Heath English toffee candy in the ice cream and bits of toffee in the milk chocolate coating.

■ The bars are being marketed in bulk packs of 24 for one-at-a-time sales, in a four-pack take-home box and in a six-pack stickless box.

The first introductory ad appeared in the *Chicago Tribune*, Sept. 11. Additional ads will run in the *Tribune* and the *Daily News* to introduce the bar in the Chicago market.

Also breaking in September and October will be advertising in West Virginia and surrounding states and in Ohio, Missouri, Texas, Georgia and Wisconsin.

■ The Heath toffee ice cream bar has been produced and sold locally by the Heath plant in Robinson for several years. In that market it outsold all other novelty ice cream bars.

About a year and a half ago the bar was introduced in Indianapolis. It was an immediate sales success. Excellent sales were scored in the first three or four days. The four-pack box was particularly popular when marketed house-to-house via trucks of independent dairies, according to the Biddle Co., Bloomington, Ill., Heath's agency for the bars.

In Louisville, a strong chain store market, identical acceptance was obtained at the same time. The only problem was that out-of-stock conditions in the stores prevented making a real evaluation of the market potential, Biddle reported.

Studies have shown that the bar apparently stimulates over-all sales of novelty ice cream bars, Biddle said, thus achieving a market-broadening effect.

A complete line of point of purchase material backs up Heath ice cream bar sales for the franchised dairies. Banners, streamers, decals, case labels, and direct mail literature are provided. #

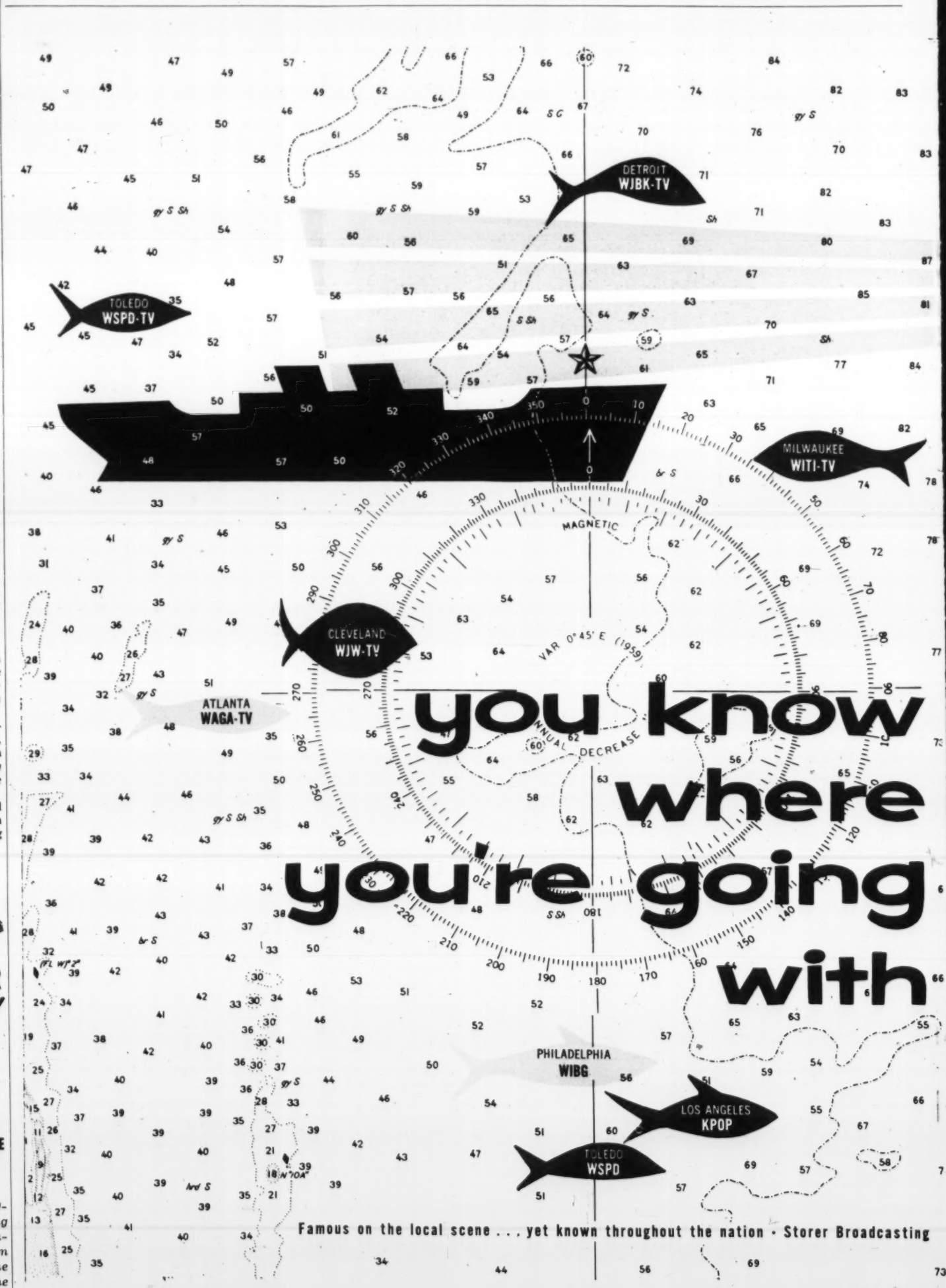
A LA MODE—*This is one of the 1,000-line, 2-color newspaper ads being used by L. S. Heath & Sons to introduce its new candy ice cream bar. The ad first appeared in the Chicago Tribune Sept. 11, and the Chicago Daily News Sept, 17.*

Ed Mandell to Smith, Hagel

Edward Mandell, formerly copy chief at Mack Leblang Co., has resigned to accept a similar position at Smith, Hagel & Knudsen, New York.

'Redbook' Boosts Geraci

Redbook has promoted Frederic E. Geraci from its mail order section to its shopping center merchandising staff.



Two Join Josephson, Cuffari

Sheldon Pinoos, formerly production manager with Philip I. Ross Co., has joined Josephson, Cuffari & Co., Montclair, N. J., as production manager. Kenneth M. Lipscomb, formerly head of his own agency, has joined the Josephson copy staff.

Dudgeon Joins Hoffman

Robert E. Dudgeon has joined the creative staff of Hoffman, York, Paulson & Gerlach, Milwaukee. Mr. Dudgeon formerly served with Andrews Advertising Agency, Milwaukee, and the Allis-Chalmers Mfg. Co.

Pet Milk Names Murchie

Pet Milk Co., St. Louis, has appointed William T. Murchie vp and general manager of Pet Milk Co. (Canada) Ltd. Mr. Murchie was formerly general manager of Marshalls Co. Ltd., Toronto.

Olin Mathieson Names Brown

Gene M. Brown has been appointed public relations manager of Olin Mathieson Chemical Corp., New York. Mr. Brown, onetime business news writer for the *New York Herald Tribune*, joined the company in 1954.

Two Name Peters, Griffin

WSIX and WSIX-TV, Nashville, Tenn., formerly handled by H-R Representatives and H-R Television, have named Peters, Griffin, Woodward as their national representative.

Baird Promotes Rose

Walter Stowe Rose, formerly in the sales estimating department, has been appointed sales promotion manager of Baird Machine Co., Stratford, Conn. He will be in charge of advertising and sales promotion as well as distributor training programs.

Steer for the channels marked for your success. Storer channels. Over the years, America's biggest and most astute advertisers have consistently relied on Storer leadership for leadership themselves. Storer stations accent the sell. Promises are great but what counts is performance. And performance is a built-in feature at every Storer station, radio or TV. That's why, with Storer, you know where your sales are going—definitely up!

STORER STATIONS

TELEVISION

DETROIT
WJBK-TV
Ch. 2—CBS
Your "Must" Station
to Cover Detroit

•

CLEVELAND
WJW-TV
Top News—Top Movies
CBS Programming

•

TOLEDO
WSPD-TV
1st in Toledo
Covers 2,000,000

•

ATLANTA
WAGA-TV
More Top Movies
More News—More Coverage

•

MILWAUKEE
WITI-TV
CBS Programming
Top Movies

•

RADIO

PHILADELPHIA
WIBG
50,000 watts—First, by far
in Philadelphia

•

DETROIT
WJBK
WJBK-Radio is Detroit

•

CLEVELAND
WJW
Wonderful, just wonderful!
Tops in network—Tops in local

•

WHEELING
WWVA
Only full-time CBS
Network Station in
Pittsburgh-Wheeling area

•

TOLEDO
WSPD
It only takes one
to reach ALL Toledo

•

MIAMI
WGBS
50,000 Watts—CBS
ALL South Florida

•

LOS ANGELES
KPOP
Covers the
2nd largest market

STORER

Company • National Sales Offices: 625 Madison Ave., N.Y. 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago, FRanklin 2-6498

A Message in the Public Interest . . . .

FACTS YOU SHOULD KNOW ABOUT CONTACT LENSES

- *"Can anyone wear contact lenses?"*
- *"Do contact lenses take the place of regular glasses?"*
- *"Will contact lenses injure my eyes?"*
- *"What price should I pay?"*

The Better Business Bureau constantly receives questions like these from residents of this area. These questions are prompted largely by various claims and efforts currently made about contact lenses.

Only a competent, qualified practitioner can determine by an examination of your eyes, whether you can or should wear contact lenses. The price he charges, as in all professional fees, is determined largely by the nature of your case, his skill and experience. Most practitioners will tell you in advance, the approximate cost and why.

The Better Business Bureau gives you these suggestions about contact lenses, to help you avoid possible damage to your eyes, and waste of your money:

- **Watch out for "bait" price claims** which offer contact lenses at extremely low prices, but when you go to buy you are told that the low price lenses are not suited for you, that your eyes require a much higher-priced pair of lenses.
- **Watch out for false and misleading claims.** The Federal Trade Commission has already ordered several concerns to stop making untrue statements in advertising. If you are in doubt, ask a reliable practitioner who can tell you the facts.
- **Watch out for "gimmick" offers and tricky contracts.** The BBB has received numerous complaints from local persons who have been victimized by such offers. In these cases, "come-on" premium offers are used to lure you into signing innocent-looking forms, which turn out to be contracts to buy expensive lenses. Read before you sign!
- **BE SURE . . . BE SURE**—that the doctor you select to examine and prescribe your lenses is known to be reputable, reliable and qualified.

REMEMBER — *There is no law that will guarantee replacement or repair of your eyesight!*

For information, we suggest you contact a qualified practitioner, professional societies to which ethical doctors belong, or other authoritative source. If you have been the subject of deceptive or misleading experience, report it to the Better Business Bureau.

BETTER BUSINESS BUREAU

612 13th St. CH. 4-4443

THIS ADVERTISEMENT PUBLISHED IN THE PUBLIC INTEREST BY THE BETTER BUSINESS BUREAU, A NON-PROFIT COMMUNITY SERVICE ORGANIZATION MAINTAINED BY OVER 1300 BUSINESS AND PROFESSIONAL FIRMS WHO SEEK TO PROMOTE TRUTH IN ADVERTISING, FAIR PLAY IN SELLING AND TO PROTECT THE PUBLIC FROM MISREPRESENTATION, DECEPTION AND FRAUD.

LENS FACTS—*The Denver Better Business Bureau answered oft-asked questions about contact lenses via this ad in the Rocky Mountain News.*

New Visual Aids Available

A library of visual training aids on retail sales promotion, based on actual campaigns staged by some of the country's outstanding department stores, has just been made available by the sales promotion division of National Retail Merchants Assn., New York.

Denham Adds Account

Mechanical Air Controls, Detroit, has appointed Denham & Co., Detroit, to handle its advertising. MacManus, John & Adams formerly handled the account.

Four A's Elects Harris & Co.

Harris & Co. Advertising, Miami, Fla., has been elected to membership in the American Assn. of Advertising Agencies.

* if

if you use glossy photos for advertising, promotion or publicity . . .

if you appreciate the advantages of using highest quality photos . . .

and still like a good deal on price

if you need prints *right now* when you need them . . .

you, sir, are a *natural* to do business with QPC*

write for samples and price list! (or phone, it's quicker)

*

QUANTITY PHOTO CO.
119 W. Hubbard St., Chicago 10, Ill.
SUperior 7-8288

for the right impact on the men who make business decisions...

advertise in the magazine

edited for the age of the manager

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective . . . selective . . . economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising.

This is the reason advertisers are placing more pages in this business management magazine. They have found it is the place to influence the decisions of men who have the authority and interest to act.

When you advertise to business your advertising belongs in . . .

DUN'S REVIEW and Modern Industry

The magazine of Presidents

...and men who are going to be!

ABC

OLDS BOWS—*Oldsmobile division of General Motors will introduce its 1960 models in late October and early November with this magazine color spread, which includes a narrow left-hand gatefold. The ad will run in Better Homes & Gardens (November), Life (Oct. 5), Look (Oct. 27) and The Saturday Evening Post (Oct. 3). D. P. Brother & Co., Detroit, is the agency (AA, Sept. 28).*

Frances Gowen Joins EWRR

Frances I. Gowen has joined the Philadelphia office of Erwin Wasey, Ruthrauff & Ryan as an account executive and copywriter. Mr. Gowen was formerly with Lewis & Gilman and Smith, Kline & French Laboratories.

What's the secret of moving goods in Greater WOODland?
RANTING MERCHANDISING HYPNOTIZING
(Sheltes empty fuel with WOOD-AM's aggressive merchandising aids: WOOD-bundle, Grocery-Drug Bulletin and personal broker or distributor calls)

Ahem! Regarding adult audience, surmise if you can to what extent WOOD-AM leads those . . . ah . . . "other" stations during ante-meridian hours. 20% 30% 40%
(WOOD-AM's average morning adult audience is 40% greater than the second station, 82% greater than the third station)*

Would you believe it, this radio newsman . . .
IS AIRING EDITORIALS HAS A COLD
THINKS FOR HIMSELF
(All three, but WOOD-AM's Dick Chesterton gives the only local editorials in Western Michigan)

How does WOOD-AM's power compare with other Grand Rapids stations?
SECOND-BEST EQUAL HIGHEST
(WOOD-AM's 5,000-watt tower of power makes it stronger than all five other stations combined!)

How to rate your WOODquotient:

0 right—Edison had his setbacks, too
1-2 right—Maybe you'd do better with a Rohrschach test
3 right—Good! Now send us your schedule
4 right—Obviously you're a Katz man

*WOOD-AM is first—morning, noon, night, Monday through Sunday
March '59 Pulse Grand Rapids—5 county area

WOOD AM TV
WOODland Center, Grand Rapids, Michigan
WOOD-TV — NBC for Western and Central Michigan:
Grand Rapids, Battle Creek, Kalamazoo, Muskegon and Lansing.
WOOD — Radio — NBC.

Coming Conventions

Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 8-9. Advertising Federation of America, 3rd District, fall conference, Poinsett Hotel, Greenville, S. C.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Rooseveit Hotel, Pittsburgh.

Oct. 16-17. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 17. 4th annual R.O.P. color conference, Sheraton Hotel, Chicago.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, regional conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

ITC Reports 1st Year Sales

Independent Television Corp. reports sales of $4,346,258 in its first year of operation ended Sept. 1. Walter Kingsley, ITC president, said: "ITC is now providing 188 weekly half-hours of tv entertainment outside the U.S., with 19 properties currently sold and running in 39 countries." ITC is jointly owned by the Jack Wrather Organization, Beverly Hills, Cal., and Associated Tele-Vision Ltd., London.

Motorola Boosts Snyder

Allen Snyder has been named advertising and sales promotion manager of Motorola's Semiconductor Products division, Phoenix. Mr. Snyder was formerly supervisor of promotional services with the company's communication and industrial electronics division in Chicago.

Name Library Week Committee

Among the six new members named to the steering committee for National Library Week, April 3-9, are Elmo Roper, head of his own research company; Donald E. McGannon, president, Westinghouse Broadcasting Co.; and Freeman Lewis, exec vp, Pocket Books Inc.

Schuller Joins Fessel

Jack V. Schuller has joined Fessel, Siegfriedt, Dooley & Moeller, Louisville, as art director. Mr. Schuller was formerly art director in the Chicago office of Campbell-Ewald.

NEW OUTBOARD MOTORS—*Gale Products, Galesburg, Ill., will introduce its new Sovereign and Buccaneer outboard motors with this color page in the October and November issues of Field & Stream, Outboard, Sports Afield and other outdoor and boating publications. Erwin Wasey, Ruthrauff & Ryan is the agency.*

NRMA Plans TV Manual, Sets Retail Ad Recruiting Drive

NEW YORK, Sept. 29—National Retail Merchants Assn. will set up a joint committee with the Television Bureau of Advertising to prepare a manual on how retail stores can use television advertising more effectively and economically.

Following publication of the manual, probably in mid-1960, the joint committee will release a film to dramatize the manual.

Action for publication of the tv manual was taken yesterday by the board of directors of the association's sales promotion division.

In addition, the board approved a plan to improve the recruitment of advertising personnel in retail stores.

■ Edward F. Engle, manager of the NRMA division, told ADVERTISING AGE, "There is a drastic shortage of new advertising people in retail stores."

The plan approved yesterday, he said, calls for department stores to develop closer working relations with high schools in their areas. Retail advertising managers and art directors will give lectures on retail advertising techniques at the high school level. In addition, advertising departments of department stores will give spot training courses to high school students who show an aptitude in retail advertising.

The sales promotion division, Mr. Engle said, will prepare a brochure on retail advertising for distribution to advertising clubs, schools and to the public to emphasize the advantages of a retail advertising career. #

Time Boosts Three

Time Inc. has announced three changes in regional marketing operations of *Life* and *Time*. Noel Humphrey, formerly with *Life's* San Francisco office, has been appointed regional marketing representative in Pittsburgh. Robert W. J. Carey and Edward N. Stewart have been named managers of *Time's* regional market development program in Chicago and New York, respectively. Mr. Carey was formerly in *Time's* Chicago office; Mr. Stewart has been in New York.

4A's Elects Norman, Craig

Norman, Craig & Kummel, New York, has been elected to membership in the American Assn. of Advertising Agencies.

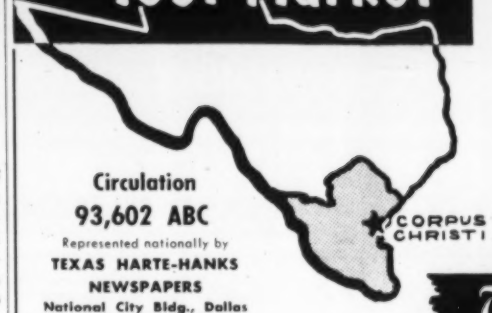
Pierre to Papert & Free

Jeanne Pierre, formerly fashion director for American Rayon Institute, has joined Papert & Free, New York, as vp in charge of merchandising and promotion. Two others who joined the new agency recently are Roderick Keith, exec vp, and Fritz Siebel, executive art director. Mr. Keith was formerly a director of J. Walter Thompson Co.'s London office. Mr. Siebel previously was head of his own creative consulting design organization, his most recent accomplishment being the design and styling of the Mr. Clean image.

Jones & Laughlin Boost Hopkins

James E. Hopkins, who joined Jones & Laughlin Steel Corp., Detroit, as a trainee in 1957, has been named advertising and public relations assistant of the stainless and strip division. He has also been appointed editor of the division's publication, "Stainless & Strip News."

Tip of Texas Test Market



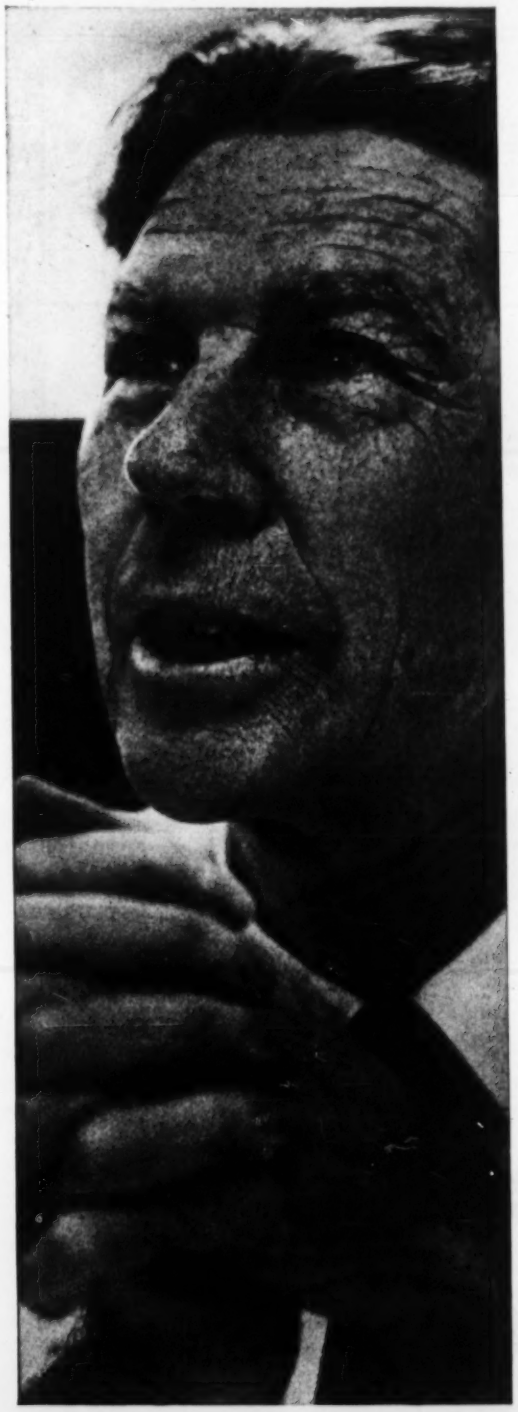
Circulation 93,602 ABC
Represented nationally by
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
New York Atlanta Chicago

You shoot for a billion
when you test in the Tip of Texas

Actually, you're shooting for $1.25 billion effective buying income (Sales Management est.) when you test in the Tip of Texas market. Almost as big as West Virginia, more people than Maine—only the Caller-Times covers! Write for complete market data.

The Corpus Christi Caller-Times

RANNELLS:
long, lean
and loquacious



The nation's aluminum industry is "home" to Karl Rannells.

Considered by many the most knowledgeable reporter covering the industry, Karl travels up to 20,000 miles a year—by plane, train and river-boat—to bring eye-witness reports of developments in aluminum to readers of the American Metal Market.

Long, lean and loquacious, Rannells makes friends wherever he goes. To Karl, who began his newspaper career in high school and progressed through country weeklies and big-city dailies, people mean news sources.

There is nothing the West Virginia mountaineer likes better than to tilt back his chair and talk—about politics, mutual acquaintances and aluminum. But he is also pretty good at asking questions and listening.

Production reports, market developments and expansion plans are grist for reporter Rannells' authoritative articles. But the "inside" information that the trade has come to expect from Karl emanates from a seemingly inexhaustible list of personal sources.

Many of these sources were cultivated in the years Rannells spent in Washington, D. C. as an industrious member of the Capitol's highly competitive press corps.

This well-rounded background enables Karl Rannells to regularly pin-point new trends in aluminum before they come into focus. It is this type of reporting that has made the American Metal Market the bible of the men who buy and sell metals.

Karl Rannels is one of the team of experts that other experts read regularly in the American Metal Market.

Read page by page first thing every morning of every working day by more than thirty-one thousand of industry's top metal buyers.

Not simply because they want to, but because they have to... because AMM's news and market information is vital. So vital, in fact, that they pay more than a quarter of a million dollars to read it. So vital that they pay industry's top subscription rate of $24.00 a year!

AMERICAN METAL MARKET
18 Cliff Street, New York 38, N. Y.

...as vital to metal buyers as the ticker is to Wall Street

Pearson Appoints Four

Robert Flanigan has been promoted from an account executive to manager of the Chicago office of John E. Pearson Co. and John E. Pearson Television Inc., radio-tv station representatives, replacing James Bowden, who resigned to enter the radio station ownership field. Jon Farmer was promoted from tv account executive to manager of the Atlanta office, succeeding Robert M. Baird, who resigned to join Blackburn & Co., radio-tv station brokers. Stewart Lewis, formerly with H-R Representatives, has been added to Pearson's Chicago sales staff. F. A. (Mike) Wurster has resigned as an account executive in the New York office of Pearson to join the sales staff of Weed Television Corp., New York.

Plume Named Sales Head

Gifford W. Plume Jr., formerly Cleveland district manager of *American Machinist*, has been appointed Cincinnati district sales manager of the McGraw-Hill publication. He replaces R. H. Anderson, who has retired after 23 years of service.

Friendly Joins NBC-TV

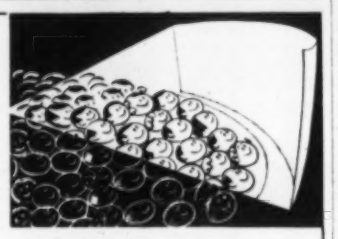
Edwin S. Friendly Jr., formerly a producer at CBS, has been appointed general sales executive at NBC-TV, New York. Mr. Friendly was an independent packager and producer of tv shows before joining CBS.

Burdette Joins Pacific Outdoor

Clarence Burdette, who for the past seven years has headed the Chevrolet Dealers Assn. of San Diego County, has joined Pacific Outdoor Advertising Co. as sales manager for its Cordtz division, San Diego, Cal.

Will Color Help Sell Your Product?

The huge motion picture screen presents your advertising message in vivid color with dramatic impact. Your theatre commercials, in full color and on big screen, can be seen by more than 150,000,000 potential buyers each month.



TAB FOR COPIES OF BROCHURE AND FURTHER INFORMATION CONTACT:
THEATRE-SCREEN ADVERTISING BUREAU
437 MERCHANDISE MART • CHICAGO 54, ILLINOIS

new faces...new buyers

more readers... more advertisers are turning to Today's Health

THE NEW

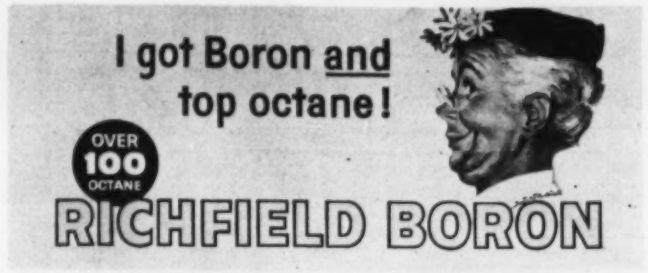
Today's Health

Millions of Americans are learning that it's fun to be healthy! Editorially—in its advertising pages—TODAY'S HEALTH reflects this new pattern of living—is growing with this growth market. Circulation in July, 1959, is up 58 per cent—up 73 per cent in advertising linage! Our 619,411 paid subscribers now include nearly 140,000 A.M.A. physicians, who place each issue in their reception room, where it is seen—read—believed by an estimated 40,000,000 patients per month, at the moment when their interest in products that contribute to comfort—safety—convenience—is at its peak. These new faces are important in YOUR market picture. They represent growing families who are pre-sold on high standards of health and living. If your product appeal ties in, it will have a powerful impact on this audience. And remember—a growing family is a buying family.

the magazine that features positive living

Today's Health is published by the American Medical Association for the American family.

535 N. Dearborn St. Chicago 10, Ill. WHitehall 4-1500
475 Fifth Ave. New York 17, N. Y. ORegon 9-9383
Whaley-Simpson Co. 6608 Selma Ave. Los Angeles 28, Calif. HOllywood 3-7157
Whaley-Simpson Co. 700 Montgomery St. San Francisco 11, Calif. SUtter 1-4583



OUTDOOR TIE—*Two outdoor signs tied for first place in ratings by Daniel Starch & Staff for the four weeks ended Aug. 5—Richfield of California and Howard Johnson. Coca-Cola was third. The copy performance index which rates the signs is based on interviews in 28 urban markets.*

Marcus Joins 'Parents'

Barbara E. Marcus, formerly with Gotham Broadcasting Corp., has joined *Parents' Magazine* as fashion merchandising consultant, a new post.

"NEXT TIME I'LL BUY THE FIRE EXTINGUISHERS."

...today,

ENGINEERS make the buying decisions!

195,000 engineers are motivated by the advertising they read in these Engineering Society Publications:

MECHANICAL ENGINEERING
MECHANICAL CATALOG
MINING ENGINEERING
CHEMICAL ENGINEERING PROGRESS
CIVIL ENGINEERING
ELECTRICAL ENGINEERING
JOURNAL OF METALS

Richard Hudson, Alabama Publisher, Is Dead at 43

MONTGOMERY, ALA., Sept. 29—Richard Furman Hudson Jr., 43, publisher of the *Montgomery Advertiser* and the *Alabama Journal*, died Sept. 26 at St. Margaret Hospital, where he had undergone surgery ten days earlier.

The son of R. F. Hudson, principal owner of the Advertising Co. and its two newspapers, the younger Mr. Hudson had been active in newspaper work for about 20 years.

After graduation from Georgia Institute of Technology in 1936, he joined his father on the *Advertiser*. In 1939 he was named assistant editor, under Grover C. Hall Sr., and after Mr. Hall's death, in 1941, he directed the newspaper's editorial page until called to active duty with the Navy as an ensign.

Mr. Hudson served four years in the Navy and was released from active duty in 1945, with the rank of commander. Returning to the newspaper, he became assistant publisher; he was named publisher on his 40th birthday, in 1956. Last October he became president of the company, board chairman and chairman of the executive committee.

LUCIAN R. BLOOM

NEW YORK, Sept. 30—Lucian R. Bloom, 46, a media supervisor at Ted Bates & Co., died Sept. 28 at Presbyterian Hospital of complications after a long illness of undetermined origin.

Born in Cleveland, Mr. Bloom was graduated from the University of Notre Dame and started his advertising career in Detroit with Geyer Advertising. After 13 years there, he moved to the Detroit office of Kenyon & Eckhardt. About three years later he came to K&E's New York office. In 1958 he joined Cunningham & Walsh, and last October he moved to Bates.

JAMES M. THOMPSON

BERRYVILLE, VA., Sept. 29—Col. James M. Thompson, 81, former publisher of the *New Orleans Item*, died at his home near here Sept. 25.

Col. Thompson bought the New Orleans daily in 1912 and was editor and publisher until he retired to his Clarke County home here in 1940. Earlier, he had published a newspaper in Norfolk. Mr. Thompson was a native of Summit Pond, W. Va.

ROLAND E. REPPERT

HOHOKUS, N. J., Sept. 30—Roland E. Reppert, 62, vp in charge of marketing, American Hard Rubber Co., Butler, N. J., died Sept. 27 at his home here, reportedly of a heart ailment. Following his graduation from New York University and service in the Navy in World War I, Mr. Reppert joined the rubber company in 1919. He served in various departments and was made vp in charge of marketing in 1947.

Grey Names 2 Account Execs

Sheldon Lewis and George Ouellette Jr. have been appointed account executives at Grey Advertising, New York. Formerly with Grey as an account exec, Mr. Lewis is rejoining the agency after two years with H. Liberman Co. as company manager. Mr. Ouellette for the past five years has been with J. P. Stevens & Co. as a product advertising manager.

Preiss & Brown Adds Breuss

W. F. Breuss Inc., New York, manufacturer of Schiffli lace and embroidered specialties, has appointed Preiss & Brown Advertising, New York, to handle its advertising. Norman D. Waters & Associates is the previous agency.

FROM RUSSIA—*Jack Hornsby (left), Schenley Industries, shows prints of art works from Moscow and Leningrad museums to onlookers in New York. The prints will be used in Schenley holiday packaging.*

Fair-Tex to Jamian

Fair-Tex Mills Inc., New York, manufacturer of knitted goods, has named Jamian Advertising & Publicity, New York, to handle its advertising.

Klein Joins Truval

Myron H. Klein, formerly with Byrde, Richard & Pound, has been appointed ad manager of Truval Shirt Co., New York, succeeding Daniel J. Halpern, who resigned.

S. R. Leon Adds Forstner

Forstner Inc., Irvington, N. J., manufacturer of Komfit watchbands and other jewelry, has appointed S. R. Leon Co., New York, to handle its advertising. The previous agency is Mogul Williams & Saylor.

NOW . . . QUINCY, ILL.—An ADDITIONAL

Standard Metropolitan Statistical Area

as determined by

1959 CONSUMER MARKETS

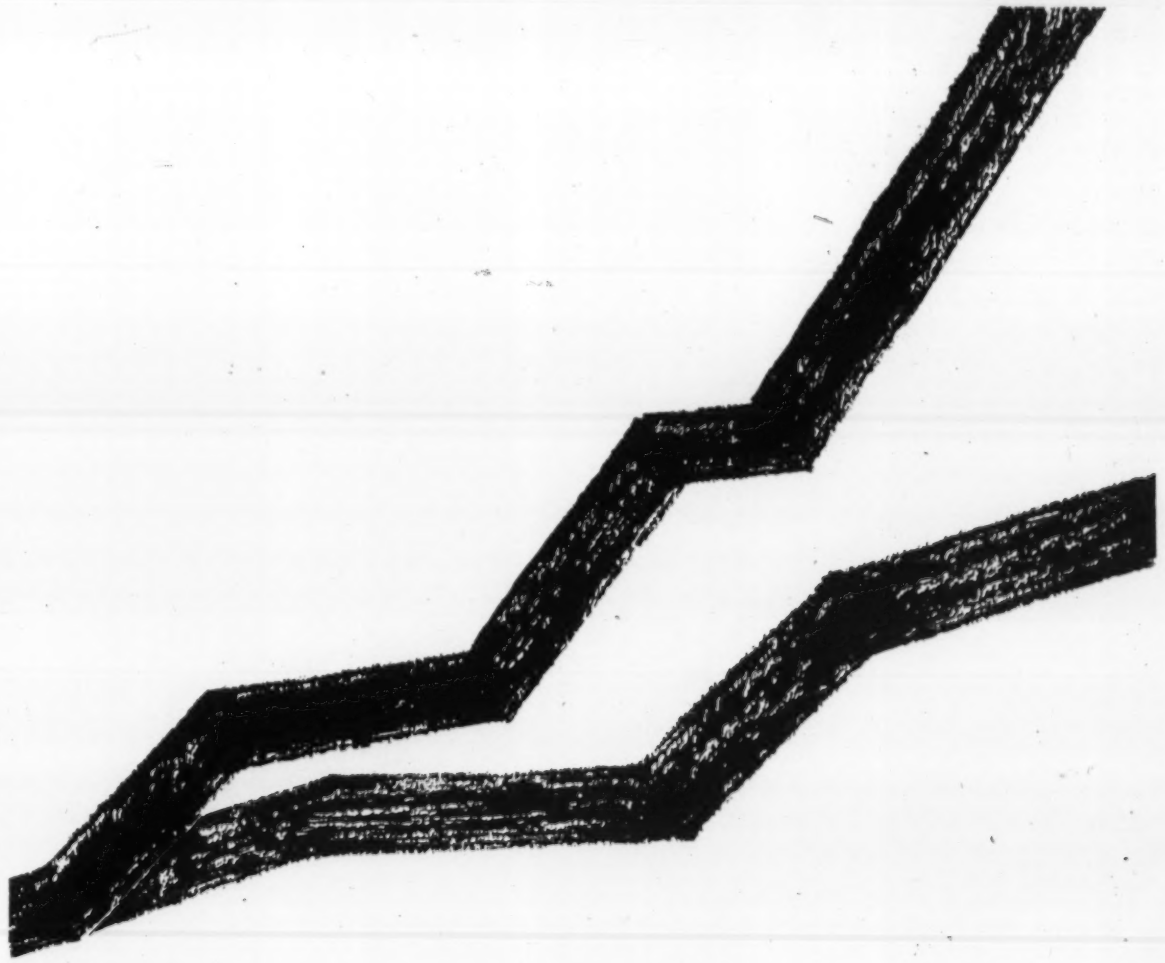
Estimates. A vast, rich expanding Tri-State Market of 333,000 People Served By . . .

The QUINCY HERALD-WHIG

HAL CULP-ADV. MGR. Represented By The JOHN BUDD COMPANY

PHONE BA 3-5100

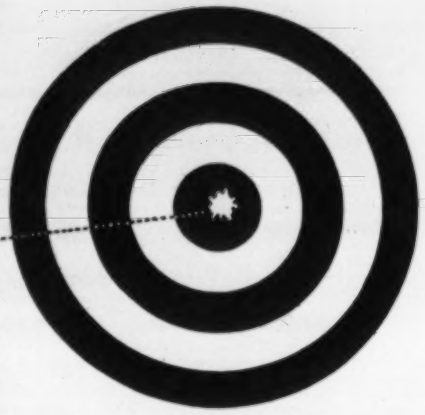
50,111 ABC CITY ZONE POPULATION



THE DIFFERENCE BETWEEN GOOD & GREAT IN TWIN CITY TELEVISION IS... 4

• *Every Nielsen report ever issued for the Minneapolis-St. Paul Television Area credits WCCO Television with the majority of sets in use, sign on to sign off, every day of every week. In an area served by four good aggressive TV stations, the difference between good and great shows up plainly in Channel 4's continuous control of the great bulk of the viewing audience.*

WE CAN'T AFFORD TO MISS



Maintaining a reputation isn't easy, especially if it's one of uncompromising engraving excellence. If we claim it, we MUST be able to answer the exact needs of ALL our accounts...and we DO!

washington PHOTO ENGRAVING COMPANY

R.O.P. Color, too!

118 SOUTH CLINTON STREET • CHICAGO 6, ILLINOIS • FRANKLIN 2-6343

Ad Expenditure Is Only One Factor in Sales Volume, Salveson Tells ARF

Purported Correlation Is 'Misleading,' Says Operations Researcher

NEW YORK, Sept. 29—The notion that the past sales volumes of companies can be correlated with past advertising expenditures is "spurious and misleading," according to Melvin E. Salveson, operations researcher.

Mr. Salveson, president of the Center for Advanced Management, sought to deflate this type of analysis in a talk last week at the annual conference of the Advertising Research Foundation.

Mr. Salveson, who is currently serving as president of the Institute of Management Sciences, maintained that the sales volume of a company cannot "be correlated to any single function of the business."

■ It is "spurious and misleading" to try and do so, he pointed out, because volume is a measure of the "whole business," while individual functions—such as advertising or new product development—relate to more limited areas and cannot be considered as the causal factor in the total end result.

Mr. Salveson noted that the measurements in vogue in the advertising field—audience figures—do not even relate to widely used business measurements such as return on investment.

The important thing to keep in mind, he said, is that advertising and other functions should be integrated into the "over-all business plan."

This doesn't always happen in companies, he pointed out. Advertising sometimes becomes an end in itself. He related that when he was at General Electric (Mr. Salveson was once director of the business research program at GE's major appliance division), the ad department decided to push a line of products that were about to be obsoleted. And not only were they about-to-be-obsoleted products, but they were low-profit ones to boot, he said.

■ Mr. Salveson reported that work in business games has shown that management executives "project," just as consumers do. It was found, he said, that management's attitude toward advertising is "predominantly one of aggression." That is, management seems to regard advertising as "an act of aggression, of conquest," he said.

As is the case with any type of projection, Mr. Salveson continued, this attitude can find expression in three different ways: (1) It can be expressed directly; (2) it can result in withdrawal; (3) it can be socialized.

Mr. Salveson made the point that management's emotional attitudes toward advertising can have important effects on the size of the ad budget, the philosophy and the copy itself. It is up to advertising people to take into account the "psychological needs of management" and mold them into well-rounded objectives.

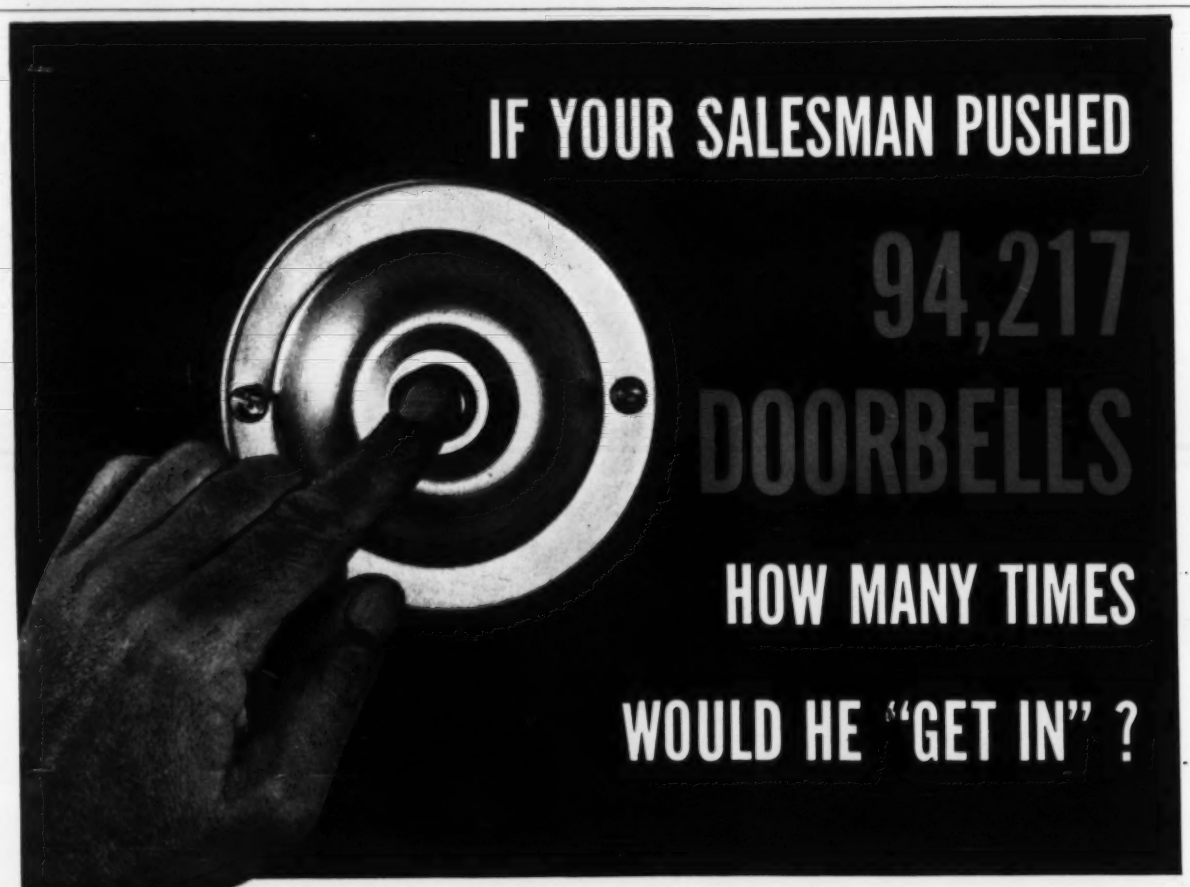
■ As an example, Mr. Salveson cited the case of a company which was changing from mining to diversified manufacturing. The company had a new management team headed by an aggressive president, who had been quarterback on his college football team.

Deciding to hit hard, the president launched an $800,000 institutional advertising campaign to change the public image of the company. After one year, tests showed that there was no change in the public image. As a result, the company decided then to change its name. However, the president was disgusted with advertising and called a halt to the entire program.

In this case, Mr. Salveson pointed out, the advertising agency benefited from the initial program but did not fare very well in the long run, because it did not take into account the psychological attitude of management toward advertising.

■ Mr. Salveson's talk was one of the highlights of a day-long meeting attended by 820 persons. This was ARF's fifth annual conference and the attendance constituted a record.

Mathematical models got a big



THE FLINT JOURNAL "GETS IN" EVERY TIME!

When 94,217* copies of The Flint Journal are delivered to the doorstep, you can be sure 94,217 copies are going inside to do a top-flight selling job! Your advertisement in The Flint Journal will establish your brand and increase its acceptance . . . there is no better way . . . and none more reasonable.

*Total net circulation, March 16, 1959

PEOPLE LIKE ADVERTISING IN NEWSPAPERS

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

MEET MICKEY—*American Bakeries Co., Chicago, will introduce its new animated cartoon salesman—Mickey—to tv audiences via children's shows in major markets this month. Mickey will also appear on packages and point of sale material.*

play this year. The theme of the conference was "Better Measurements of Advertising Effectiveness," and to many of the speakers this meant more use of mathematical models.

■ This prompted a warning from A. R. Graustein Jr., marketing research director of Lever Bros. Co. Mr. Graustein cautioned that models may be geared to hidden premises and limitations. For example, an electronic computer may have a factor for advertising dollars but not for advertising content, he said.

"My extremely limited experience," Mr. Graustein added, "suggests that, as time goes on, the research users' problem of identifying the 'hidden' premises which a mathematical model involves will prove exceedingly important, difficult and frustrating.

"Detecting buried premises is, of course, a common problem with any research. However, it is a crucial problem with research that offers mathematical validity and by implication, therefore, offers absolute over-all validity as well."

In other talks at the ARF meeting:

■ Edgar Gunther, market research director of *Fortune*, reviewed various techniques used to evaluate corporate image, ending with a plea for further research in this area. Mr. Gunther reported that almost $50,000,000 is now devoted to corporate advertising in magazines measured by Publishers Information Bureau.

■ Malcolm A. McNiven, manager of advertising research, E. I. du Pont de Nemours & Co., reported on how Du Pont has built "objectives checks" into mail questionnaires so that they can be effectively used to test alternative copy approaches. Here, in brief, is the procedure:

1. Du Pont runs two different layouts in a split run of a magazine.
2. Subscribers—a representative sample of those who received A and those who received B—are then mailed a questionnaire with a cover letter and a reprint of the ad.
3. The reprint has all copy removed. Since these ads are for industrial products, the illustrations do not give away the answers to the questions about a product.
4. Four informational questions are asked—questions such as: Where did you see this ad? What product is advertised? Who is the advertiser? What did the ad say? The answers can thus be coded "right" or "wrong."
5. "It is our belief that the ad which evokes more correct responses is the more memorable ad," Mr. McNiven said. #

Helbros Sets Fall Effort

Helbros Watch Co., New York, has built its fall advertising campaign around the theme, "Helbros—boy, what a buy!" B&w insertions are slated for pre-Christmas issues of *Good Housekeeping*, *Life*, *Look* and *The Saturday Evening Post*, plus an extensive spot tv and radio campaign in major markets. E. A. Korchnoy Ltd., New York, is the Helbros agency.

McCormick Names Schnering to Head New Department

McCormick & Co., Baltimore, has established a new commercial development department and has merged its advertising and sales promotion departments. Philip B. Schnering, formerly assistant to the president, will head the new department and Charles F. Mattern, formerly advertising manager, has been named manager of the merged advertising and sales promotion department. Charles P. McCormick Jr., formerly sales promotion manager, has been appointed assistant to the president. Paul Irwin, formerly new products manager, has been named assistant manager of the sales promotion and advertising department.

T Mark to Dickerman

T Mark Furniture, Yonkers, has appointed Dickerman Advertising, New Hyde Park, N. Y., to handle its account. Newspapers, magazines, radio and direct mail are being used.

Goodlett, Bambrick Made VPs

George Goodlett, account supervisor, and William H. Bambrick, account executive, both in the New York office of Foote, Cone & Belding, have been named vps.

Whether it's PRINTED BROADCAST TELECAST

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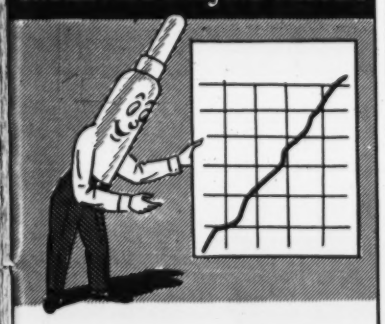

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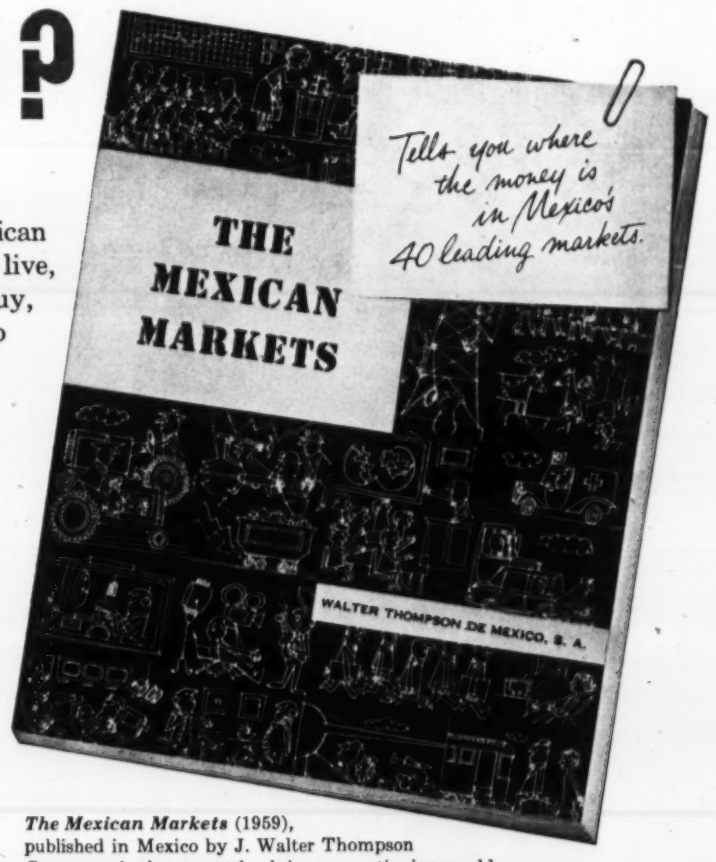

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We shall be happy to send you your copy of THE MEXICAN MARKETS for examination. If you do not agree that it will be worth many times its purchase price to your business, you may return the book to us within ten days and we will gladly refund your money in full. Fill out the coupon, below, and mail it to us today.

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Name_____ Company_____

Address_____

Opens St. Louis Branch

Ashe & Engelmore Advertising, New York, has opened a St. Louis branch office at 501 Chemical Bldg. Heading up the office will be Roger L. Schwab, formerly with the Carlye Dress Co., who recently joined the agency as a vp.

Cook Marketing Moves

Cook Marketing Services, Milwaukee, has moved to new offices in the Commerce Bldg., 744 N. 4th St.

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art

studios in Chicago, inc.

- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
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- COMMERCIAL ILLUSTRATORS, INC.
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- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
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- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
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the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

Fryk Morrison Cain Schuster Beck Blocki Smith Bankart White
Green Meyer Hartsing King

PREXIES POSE—*Thirteen past presidents of the Western Advertising Golfers Assn. gathered for the annual tournament in Oak Park, Ill., recently. They are Norm Bankart, N. W. Ayer & Son (1955); Herb Beck, Hearst Advertising Service (1945); Gale Blocki Jr., Bolling Co. (1947); George Cain, Cain Research (1925); Ed Fryk, Parents' Magazine (1959); Lew Green, Reincke, Meyer & Finn (1956); Ralph Hartsing, Caples Co. (1940); Harry King, Chicago Tribune (1958); Larry Meyer, retired from International Cellucotton Products Co. (1946); Jack Morrison, Chicago's American (1957); Hi Schuster, Lewis-Howe Co. (1934); Don Smith, Dale McCutcheon & Co. (1952), and Bill White, Wieboldt Stores (1949).*

Lite Diet Sets Three-Month $200,000 High-Fashion Push

Bakers Franchise Corp., New York, has budgeted more than $200,000 for a three-month newspaper, radio and tv campaign for Lite Diet special-formula white bread. A series of weekly insertions in 1,000 and 400-line sizes will run in 200 newspapers. A spot radio drive on 150 stations will include from 15 to 30 one-minute and 30-second announcements a week per station. One-minute and 30-second filmed commercials will be used on 30 stations.

Newspaper ads will be illustrated by fashion artist Harry Bennett and picture a slim leotard-clad lady. The headline will read: "Want a lovely figure? Use your pretty head." Both tv spots and print ads will show a toaster manufactured by Proctor Electric to stress the "high toastability" of the bread. This tie-in will be developed further in later advertising. Mogul Williams & Saylor, New York, is the agency.

'Forum' Sets Western Edition

Architectural Forum, effective with its January, 1960, issue, will publish a western ad section covering 14 western states, including Alaska and Hawaii, and having a circulation of 12,733. Ad rates will be based on $485 a b&w page.

Supers Get Biggest '59 Grocery Sales Increase: Nielsen

CHICAGO, Sept. 30—Grocery store sales during the first half of 1959 increased 2.8% over the first six months of '58, according to A. C. Nielsen Co.

The gain was 4% for chain stores (four or more stores), but only 1.9% among independents, Nielsen reported in its 25th annual "Nielsen Review of Retail Grocery Store Trends."

During 1958, dollar sales in the Nielsen-audited stores showed an average increase of 6.3% over the previous year, making the average annual increase since 1950 8.3%.

Among the nine geographical areas in the U. S. charted by Nielsen, New England store sales showed the largest percentage gain for the first six months of '59, with 6.4%. The Pacific region was second with a 5.9% gain over the first half of '58. The Southwest, with a 0.3% figure, showed the least gain.

Comparing 1958 with 1957, the southeast section of the U. S. led the Nielsen compilations in percentage of dollar increases, with 9.6%. Metropolitan Chicago was second with 8.9%, and the East Central area ranked last with a 3.3% increase.

■ Nielsen noted the increasing dominance of chain stores and supermarkets in the food field, reporting that in 1958 those outlets increased their total share of food store sales to 63%, from 61% in 1957 (AA, Sept. 7).

Other points brought out in the Nielsen review:

• Demand for the large sizes in grocery products has grown nationally. In 1950 the large size accounted for 18.5% of total dollar sales; in 1958 the share had increased to 37.6%.

• Retail sales of 15 major health and beauty aid items rose 7% last year, with half of the dollar sales coming via food stores and half through drug stores. In 1957 food stores accounted for 49% of the dollar sales.

• Since 1952, sales of convenience food items have increased 157%, compared with a 14% increase for a group of relatively unchanged items. #

Bertland Joins Cyanamid

Charles P. Bertland, formerly with Beaunit Mills, has joined the fibers division of American Cyanamid Co., New York, as assistant general manager. In his new post Mr. Bertland will work closely with Alden R. Loosli, division general manager, with particular emphasis on sales and merchandising activities.

Peters, Griffin Names Bagge

Arthur W. Bagge, who is midwest radio sales manager in the Chicago office of Peters, Griffin, Woodward, has been named a vp of the radio-tv station representative. Theodore D. Van Erk, formerly with Bolling Co., has joined the New York tv staff of Peters, Griffin.

Zach Taylor Joins C&W

Zach Taylor is resigning as associate editor of *Sports Afield* to join Cunningham & Walsh, New York, as a copywriter.

K&E Names Schmidt, Higgins

James Schmidt, creative supervisor of Kenyon & Eckhardt, Montreal, has been appointed associate creative supervisor of the agency's Chicago office. Robert H. Higgins, formerly western sales manager with the Wm. Underwood Co., has joined K&E's Boston office as an account exec.

$5 BUYS THOUSANDS OF TELEVISION FACTS

New, Revised Fall-Winter 1959 Edition

No. 29
1959 FALL-WINTER EDITION
Television Factbook
THE STANDARD REFERENCE FOR ALL BRANCHES OF THE TELEVISION ARTS AND INDUSTRIES

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496 fact-filled pages

Television Factbook is the most used, most valuable, most quoted reference book in the TV-electronics field! Since 1947 this *standard reference* book has saved key men endless, costly hours of fact-finding. Complete information in one source, indexed for speedy reference. Covers all subjects in big, busy field, including . . .

Station Directories for U.S., Possessions, Armed Forces TV, Canada, foreign, translators; FCC File of CPs Outstanding and Applications Pending for new stations; Allocation Tables (U.S., Canadian, Mexican border); manufacturers of all types of equipment; TV Program Sources and Services offering film and live programs and production facilities; Trade Statistics. Thousands of other useful facts and features to make your job easier, your success surer!

5 BRAND-NEW FEATURES

- **New listing TV/Radio *time buyers* in agencies with over $1 million billings TV/Radio.**
- **New listing U.S. stations equipped with *tape recorders.***
- **New directory of *Educational* TV stations.**
- **New *Canadian* data covering all provinces, percent TV penetration and TV households.**
- **New listing *U.S. metropolitan markets*, population and retail sales.**

MAIL THIS COUPON

***Free*—a $1.00 Wall Map of TV Areas & Network Routes with Each Copy**

Completely revised (35x23 in.) Map with log shows all stations in operation or due to be operating by Fall of 1959 in U.S., Possessions, Canada, Mexican border. All cities with TV applications pending or CPs granted. All cities with populations of 10,000 or more plus those communities with fewer than 10,000 having TV stations, CPs, or Applications. Time zones; Common Carrier TV Routes in Service; Station-owned Microwave Relays or Off-Air Pickups.

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Name.....

Title.....

Firm.....

Street.....

City.....Zone.....State.....

Home Improvement Field Top Source of Plaints, BBB Reports

PITTSBURGH, Sept. 29—The home improvement business was the leading trade group for complaints received by the Better Business Bureau of Pittsburgh during the first six months of 1959.

The bureau said 15.7% of the complaints filed by customers during that period were against home improvement companies. The runner-up field was the furniture and floor covering business, cited in 10.4% of the complaints.

Other business groupings, listed in order of the volume of complaints, were television-radio service and sales, appliance sales and service, photography, heating equipment-fuel and service, automotive equipment and service, apparel, used cars, and magazine sales and subscriptions.

Leading complaint from customers was failure to fulfill a guarantee or contract, which accounted for 23% of all complaints. Next most frequent cause of dissatisfaction was failure to effect an adjustment as promised, mentioned in 15.1% of the complaints. A close third was the "unsatisfactory installation or service" category. #

Keller to Warner-Lambert

Kenneth W. Keller, formerly director of retail marketing for the LePage's division of Johnson & Johnson, has joined Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., as director of merchandising and promotion, a new post, for the Warner-Lambert products division.

Zakin, Blumenthal Merge

Irving R. Blumenthal Inc., New York, has been merged into the Zakin Co., New York, and Mr. Blumenthal has joined Zakin as a vp. The agency reports no account conflicts arose from the merger.

TIMES TALK—*The New York Times uses clips from its own pages to put words in the mouths of this assemblage. The page ad, via Batten, Barton, Durstine & Osborn, will appear in 20 newspapers in the New York area.*

Wyatt Named Ad Sales Head

Jack Wyatt, formerly sales representative for the *American Builder*, New York, has been appointed advertising sales manager of the magazine. Mr. Wyatt replaces Fred Clark, formerly a vp and secretary of the company, who has joined the New York sales staff of *Practical Builder*.

Remington Rand Picks Sanders

Robert A. Sanders has been appointed head of sales promotion activities of Remington Rand electric shaver, division of Sperry Rand Corp., New York. He has been succeeded as assistant advertising manager by Robert E. Donahue, formerly with Grey Advertising.

Carillon Promotes Salvatore

Nicholas Salvatore, assistant general manager of Carillon Importers Ltd., New York, liquor importer, has been appointed vp in charge of administration.

WTRF-TV STORY BOARD

The fellow was driving his car out of town and he got a flat in front of a mental institution. He took off his coat and prepared to fix the tire. After he jacked up the rear of the car, he found he had lost the lugs for the new wheel. Just as he was about to give up in disgust, an onlooker from behind the asylum fence asked, "Why don't you take one lug off each of the other three wheels? Then you'll have three lugs on each wheel, which I'm sure will hold satisfactorily."

The driver was astonished. "That's wonderful!" he exclaimed. "What is a guy like you doing in this mental institution?"

"Look," responded the inmate. "I may be crazy, but I'm not stupid!"

● Smart advertisers these days are turning more and more to the Upper Ohio River Valley, where industrial diversification is the key to prosperity. There are 36 counties in this lush land served by WTRF-TV, with 2 million people having a spendable income of $2½ billion annually. Let the George P. Hollingbery people tell you more. No obligation.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

SAN DIEGO CALIFORNIA

1958 GENERAL MERCHANDISE SALES: $139,683,000

With more than $139 million in general merchandise store sales for 1958, San Diego is 28th in dollar volume among the nation's 292 Metropolitan County Areas. San Diego outranks such major markets as these:

MIAMI, FLORIDA . . . $135,826,000 DAYTON, OHIO $112,680,000
FORT WORTH, TEXAS . $134,400,000 ROCHESTER, NEW YORK . $110,306,000

San Diego is now the third largest market in the 11 western states and the fastest growing major market in the country. Sell San Diego – at lowest cost per sale – through **The San Diego Union** and **Evening Tribune.** These metropolitan newspapers have a combined daily circulation of more than 200,000 (215,192 ABC 3/31/59). Facts Consolidated surveys show a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER.

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

You have to have it to win it

The good advertisement, inevitably, rings with confidence. Bored, bland words and timid half-truths are as old as man, but they have never moved man to action, nor won his confidence.

This rule is not suspended for the words in an advertisement, no matter how many committees rewrite or approve them.

To win a customer's confidence an advertisement has to have confidence—not the false kind of confidence that a cynic described as "being wrong at the top of your voice," but the kind of confidence that comes from knowing what you're talking about, believing in what you're talking about, and saying it so people know how you feel.

This is the kind of confidence we try to put into advertising.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

Feature Section

Advertising Age

Ten Traits of Today's Women

Watch Those Photos, Warns Andy

Telephone Company Ad Rewritten

Does Coke Want New Image?

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Is Advertising Doomed to 'Martyr' Role? . . .

Research Indicates Advertising Serves as Psychological 'Fall Guy' for Consumers

A new conception of advertising as the 'psychological fall guy' for consumers—serving as a buffer between consumer and manufacturer or product—is advanced in this unusual paper. According to the author, the unconscious role in which the public places advertising may make it impossible for admen ever to be public favorites.

By Charles Lehman

Daniel Starch & Staff, Mamaroneck, N. Y.

One of the most vital services which an advertising agency performs for its client never appears on the agency's billing. Extremely few members of the public and very few workers within the advertising industry itself recognize the existence of this service. But to those of us who are constantly engaged in advertising research, it is very real because we are continually encountering the evidences of it in our work with the public.

What is this service? **It is the advertising agency's assumption of the role of punching bag for all of the public's real and imagined gripes against product promotion.** The advertising agency, "the advertising boys" in Main St. lingo, acts as the buffer between the product selling desires of the manufacturers and the product buying desires of the public—desires which often are in some degree of conflict. Product promotion through advertising is a never-ending kind of game in which social and psychological factors stack the cards so that professional advertising people can never win; at best they can only break even.

Continuing Contest

In our free enterprise economy of abundance, a kind of contest is played between the manufacturers who want people to buy their particular products and the public who basically want to buy products but who realize that they cannot buy everybody's product—choices must be made. A third participant in the contest is "advertising."

The contest is conducted with a strange set of house rules. The public must always win. Manufacturers may also win, but the third participant, advertising, may never win. At best, advertising may be permitted to stay even. There is no equal opportunity or best man wins in this contest.

To understand these strange house rules, we must first recognize that the public is also the referee of the contest. Hence, the seemingly one-sided rules are entirely possible of execution. So the key participant to understand is the public and how he calls the shots and what is the public's viewpoint.

▪ First, the public regards the manufacturer as legitimate—at least until clearly proved otherwise, which almost never happens. The manufacturer is doing something real. He is making things for the public. Part of the public may think his product is poor, but he is still regarded as a kind of friend, more to be pitied than censored. The public never meets nor sees the manufacturer. He meets and sees only the manufacturer's product and the manufacturer's promotional hireling, advertising.

The public's conscious view is that advertising exerts only a tenuous and peripheral influence on their buying actions. By their own "referee" decision, advertising is conceived to be incapable of making a sale and hence the possibility need not and is not really thought about. All researchers have observed the futility of asking the public, "Were you influenced by advertising?" The public's answer is a barely qualified "No." But the same researchers, avoiding questions that violate the public's taboo against admitting to outside, impersonal influence, invariably conclude that the weight of evidence clearly indicates that the public is influenced by advertising.

Psychological Reactions

Why does the average American so readily accept the distorted perspective of the advertising industry epitomized by "The Hucksters" and "The Hidden Persuaders"? How does he sometimes arrive at a similarly jaundiced view on his own hook? His unfavorable opinion of the advertising business is *not* the simple result of a lack of direct personal experience with advertising agencies. It is *not* the simple result of sweeping, stereotyped ideas about a minority group (advertising people are only a tiny fraction of 1% of our population). These factors may contribute to the total picture but their influence is not central. **The bedrock foundation of negative attitudes toward advertising and advertising people rests upon psychological processes, and these processes operate to the advantage of the manufacturer and to the disadvantage of those people thought to be the creators of his advertising.**

In contrast to Mr. and Mrs. Doe's conscious feeling that advertising is an insignificant element in their personal lives, the brand names of familiar consumer products can and do become extremely important. Mr. Doe's automobile can be a concrete symbol of his social status and his masculinity. Mrs. Doe's cosmetics and cake mixes can help her to fulfill her role as a wife and mother.

▪ Gratifying daily contacts with familiar brand names result in an investment of emotional energy in the brand names, through a process which Freud labeled "cathexis." Brand names can actually be viewed as a vicarious extension of the personality, to be as ardently defended as one's own reputation. This investment of emotional energy partly explains the common tendency for people to display more interest in advertising for a particular product *after* they have purchased the product. In this case, readers are not merely looking for comparative information about the product features found in different brands. They are seeking emotional reassurance that the brand selected is the "best" brand, and they want and need this reassurance because the brand has become—in a subtle way—a part of their own personalities.

Advertising Takes the Rap

With this background in mind, what happens when Mr. and Mrs. Doe encounter advertising for a familiar, well-liked brand? Starch Reader Impression Studies consistently show that "good" advertisements (ads which the reader personally likes) are implicitly attributed to the *manufacturer*. Readers frequently say, "I always read this company's advertisements," or, "It is a good company," "I use the product," "Their ads are always informative." In reader responses to a "good" advertisement, thoughts and feelings about the people who created the ad are almost always absent.

But for ads thought to be "bad," it is not the manufacturers but rather the *advertising boys* who get clobbered. Negative attitudes toward an advertisement commonly have their foundation in the fact that the advertisement's sponsor is competitive with the brand in which the reader has invested emotional energy. But what does the typical reader say about the "bad" advertisement for a not-used product? "It is just a misleading gimmick dreamed up by some advertising man." Even when the product is thought to be good and only the ad is bad, the common response is, "I use the product and I know that it is good, but they ought to get a new advertising agency."

▪ The reader's responses to "good" and "bad" advertising in this inconsistent, irrational manner fulfills a very important psychological purpose: this selective pattern of response enables the reader to compartmentalize his attitudes in accordance with his own desires. Almost always it works to the advertiser's benefit. "Good" advertisements are considered to be the work of the advertiser, and they reinforce favorable attitudes toward the company and the product. "Bad" advertisements are thought to be the work of a Machiavellian advertising man, and they have limited adverse effect on attitudes toward a well-liked company and product.

Charles Lehman

In recent years, many leaders in advertising have expressed concern about the public's negative opinion of the advertising business. Since many of these men are themselves intimately associated with public service and philanthropy, their concern is understandable. Some of them have contended that this distorted and unfair public image of advertising seriously impairs the industry's ability to attract intelligent and conscientious young men. Some of them have devoted a great deal of personal effort to raising the ethical standards of all advertising. Some of them have been involved in advertising campaigns designed to overcome negative public attitudes toward the advertising business.

An Impossible Job?

It is all to the good that the more influential leaders should be concerned. It is all to the good that they should endeavor to give the public a truer and fuller understanding of the industry's work and personnel. It is all to the good that they should try to raise standards throughout the industry. But if our interpretation of the data which we collect year in and year out is correct, it may be unrealistic to expect that the industry's leaders will be able to fully counteract these negative attitudes toward the advertising fraternity.

Perhaps the only hope is that intelligent young men who are considering careers will recognize that the public stereotype of advertising is a distorted and oversimplified fabrication. Perhaps advertising people will have to accept their role

---

Charles Lehman is senior analyst in the new Starch qualitative reader impression program, and is working toward a doctor's degree in social psychology at Columbia University. Before joining Starch, he was with an advertising agency, two insurance companies, two banks and an airline.

as "heavies," not in a spirit of martyrdom, but with the simple recognition that this is an important part of the job which agencies do for their clients—a secret service—secret in the sense that the public is unlikely to really understand advertising men because they really don't want to understand them. #

Learning from the Retail Ads . . .

The Valid Curiosity Appeal

By Clyde Bedell

The ad shown here will look like little more than a big black rectangle with a couple of white spots on it, when it is reduced in reproduction. The original shows the facade of a large building. A man, hat on, peering into a mirror, is silhouetted in one of the two lighted windows. A white caption near the light window reads: "the Crime in room 608."

Copy is excellent and adequate.

■ In part it reads: "At 5:45 this morning, a man leaving for a business trip put on clothes he never should have worn. A suit he bought three years ago at a store he can't remember. A nondescript shirt he bought somewhere else. An undistinguished tie, a hat and shoes that were never really right. An innocent victim of conglomerate shopping and unsettled taste."

You can guess the rest.

This is an excellent theme, very creditably and effectively executed. It represents a valid and intelligent use of "curiosity appeal" (the least useful of the five headline "ingredients").

■ In my opinion this theme might do a tremendous job for the men's wear industry. Look at the next 20 men you contact—look sharply. Chances are at least 75% will have assembled what they have on by pure happenstance.

Their pants won't fit in back—nor their coats at the shoulders.

Suit, shirt and tie are probably strangers in a chance meeting.

Most men, for the same money, could dress with more distinction, and in much better taste.

■ Next time I'm in New York, I'll try a Whitehouse & Hardy store. If they live up to the series of ads, of which this is one, I'll be amazed and delighted. It's a strange thing that most ads that pat a store's personnel on the back are written by people who obviously have never shopped in the store.

I once entered seven hat stores (or departments) in New York before any of the "salesmen" who served me uttered a single word that could possibly be construed as "salesmanship."

I asked one man the difference between two hats plainly priced. He said: "$5." I answered: "Yes, I can see that, but why is this hat worth $5 more than that one?" "Well, it's better." "How?" "Quality. Obviously, it is $5 better quality." Et cetera.

One of the most vital *influences outside advertising* that affects the effectiveness of advertising is *follow through*. One of the most vital elements of *follow through* is coordinating *personnel* with the *advertising*. If this advertising is used not only to sell the reader, but also actually to elevate the level of the store's attentiveness to customers' needs, it is advertising of great value. #

The Creative Man's Corner . . .

Didn't Need Research

The illustration in this Volkswagen ad makes wonderful use of Detroit's technique of creating interest in a new, completely changed model by covering it with a piece of cloth. The suspicion, of course, is that Volkswagen is *not* contemplating a change.

But then the first line of copy shatters the easy assumption. "The answer," it says quite simply and candidly, "is yes." How can you avoid reading further? When you do, of course, you learn that Volkswagen is constantly making changes—little changes that improve the car without transforming it in appearance.

"Good as our car is," says the copy, "we are constantly finding ways to make it better. For instance, we have put permanent magnets in the drain plugs. This will keep the oil free of tiny metal particles, since the metal adheres to the magnets.

"Our shift, we are told," it continues, "is the best in the world. But we found a way to make it even smoother. We riveted steel springs into our clutch plate lining." And the final reassurance, "The Volkswagen has changed completely over the past eleven years, but not in its heart or face."

This copy is so simple, believable, straightforward. No excitement. Just sheer, honest communication. It didn't need research to make it that way. Just one human being interested in making himself clear to other human beings. Too bad most advertising can't be made as clear and direct. The answer lies in the human beings that write the ads—and pay for them. #

Changed Appeals for Changing Women . . .

Charlotte Montgomery Sees Changed Woman Emerging on the Buying Scene

One of the faculty members at the second annual Summer Workshop on Creativity in Advertising which was sponsored by Advertising Age was Charlotte Montgomery, writer and lecturer and author of a column in Good Housekeeping magazine. She reported the emergence of a "changed woman," with ten characteristics which are outlined here.

A Featured Presentation
From the Second Annual
Summer Workshop on Creativity in Advertising
Sponsored by Advertising Age

By Charlotte Montgomery

If I were an advertising copywriter I'd keep aware of the need of a wide-angle, three-dimensional view of my audience . . . the potential customers for my clients' products or services.

Like the novelist who lives so intimately inside the very skins of his characters that he knows what they will do in a given situation, I'd try to understand my audience so well that their behavior would become predictable.

I have an uneasy feeling about many business people that they wouldn't recognize an average woman if she sat next to them in a bus. (Another trouble is that my business man wouldn't be on a bus. He'd be in a taxi or a plane or a Pullman bedroom with a full brief case on his lap.)

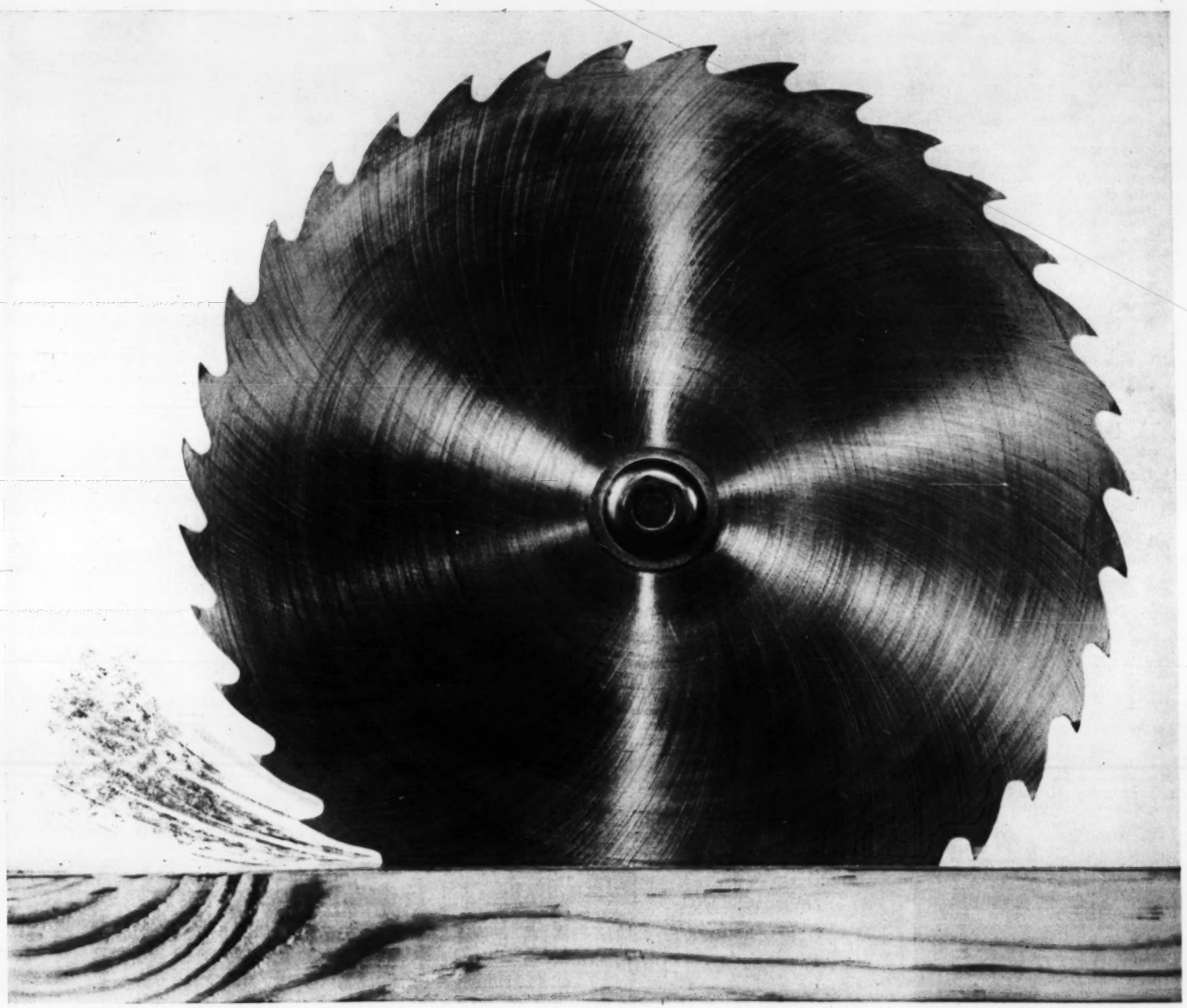
■ Advertising men and women often glean their ideas of women from only two sources—*friends* and *figures*. They can tell you what a woman they met at a cocktail party yesterday said about her Porsche, and they can tell you what Detroit's surveys have limned in their clouded crystal ball.

But would they even guess how that woman on the bus is going to feel about that plethora of small cars, domestic as well as foreign, that we will have in a month or so? Will Falcon destroy the glamor of Volkswagen? Or has MG built a market for Valiant? . . . Would they find her predictable about rugs, rubies, radios, raisins?

There is a third way to learn about women, and this is to catch them with their defenses down, when they are pouring out their hearts in letters—letters written about something they don't like or when they are elated about a product or a service that especially appeals to them. This is when they reveal how they really keep house; how they view their jobs; how they spend their time; what they want from life.

■ There is emerging a *Changed Woman!*

It is this Changed Woman that I would study if I were a copywriter. Not



sharpen your selling tools with Sports Afield

Rip through sales resistance by using SPORTS AFIELD! Here you reach a selective audience of more than 1,000,000 sportsmen who enjoy the great outdoors . . . and who read *their favorite magazine* edited exclusively for them.

To sell the cream of this leisure time growth market for *all* their many needs, you reach them best in SPORTS AFIELD . . . for cars, beverages, insurance, tobacco, apparel . . . you name it!

Sharpen your media tools through the advertising pages of SPORTS AFIELD, the champion growth magazine* that will help you sell over 1,000,000 select prospects more for your advertising dollar.

***Ad revenue has quadrupled in the post-war period, circulation has more than doubled . . . currently running approximately**

1,075,000**

****Publisher's estimate**

SPORTS AFIELD • A HEARST KEY MAGAZINE • 959 EIGHTH AVENUE • NEW YORK 19, N. Y.

only my *friends*, not only *figures*.

As advertising people we need figures —research, all we can get of it. But behind each statistic are people. Men. Women . . . Changed Women!

This Changed Woman I see emerging feels the age-old drives of love, hunger, the instinct to make a nest and mother what's in it. But even these drives are modified by shifting influences. Nothing goes unscathed when a woman changes her mind. And much, much more happens—new products, new markets, new demands, when the woman herself changes.

■ Changed or Changing—HOW?

I see ten changes that affect her as a customer . . . as a reader of the copy you are going to create for the 1960s.

• **1. She is more secure in herself.** She has less desire to seek status, to go in for social climbing, to prove she's as good as a man at a job. She's over resenting her role as a housewife—though she still cringes at the name.

• **2. She sets less impossible goals.** Her ideals are more attainable; she presses less but she expects to achieve the modest dreams she dreams.

• **3. She is better read, better educated;** her horizons are broader.

• **4. She even comes in different sizes.** The most "cut" dress size not long ago was 16; then 14. Now more size 12s are sold than any other. This affects her thinking not only about clothes but also food, hobbies, sports. She feels young longer.

• **5. She has better taste,** and this is constantly pushing upward. Much of the time she's shopping for finer things than are offered her.

• **6. She has more sense about money—** more business experience and acumen. She welcomes good advertising and is highly critical of bad.

• **7. She has true understanding and desire for quality.** This is not to be confused with snobbery or even with earlier standards; she may want *plastic* dinnerware, but she wants *good* plastic.

• **8. She likes "What's New" as never before.** Convenient . . . Easy . . . Quick . . . Instant are more and more her buy-words.

•**9. She expects business to serve her richly, fully, endlessly.** She wants specialized products designed for the pocketbook, size, tastes, needs of her family. Smaller units and larger units; with the perfume and without; chocolate-flavored and plain.

•**10. She takes for granted much that you may hold to be amazing.** She belongs to a generation that grew up with drip-dry, detergents, aerosols, synthetic fibers, frozen foods, and instant mixes. These are "everyday" to her. You'll have to find more than this to excite her.

■ This Changed Woman must not be played down, belittled, laughed at, second-sexed or patronized. Why should she be? She has broken her habit of mental thumbsucking—of thinking only about cozy, comforting things. She has had an intellectual face-lift. She doesn't envy her husband's role, her own mother's role, her children's role. She is quite secure in her own role, whatever the viewers-with-alarm may say.

In fact, she's quite a girl! A Changed Woman who is changing our world. And who can change your business and that of your accounts, if you understand her. #

Chrysler

Colgate-Palmolive

General Electric

Ford

Salesense in Advertising . . .

Take a Hard Look at the Record

By James D. Woolf
Creative Consultant

Today, clearly enough, we have two schools of advertising philosophy. One is the *Nonsense* school. The other is the *Salesense* school. The Nonsense cult holds strongly to the belief that the merit of an advertising idea should be evaluated on the basis of its "cleverness." The notion is, seemingly, that advertising will not be noticed and read unless it amuses or entertains the reader. This school also permits exaggeration and bombast on the grounds, according to one of my severest critics, that such waywardness "is viewed by the public with amused tolerance."

James D. Woolf

Arnold Gingrich, publisher of *Esquire*, commenting on this queer concept of "cleverness," makes this observation: "Par for the course is an eye patch on one eye and a monocle on the other, topped by a beard, riding backward on a zebra, wearing tails with red shoes, and using a violin for a croquet mallet."

■ The Salesense school believes, in opposition, that humor and whimsey is a technique of entertainment and not a technique of salesmanship. It has faith in the earthy common sense of the American people and believes they are sensibly interested in the virtues of the things they spend their money for. It believes that they expect some sort of worth while reward in return for their investment, and that they pay serious and respectful attention to advertising of adult stature that is informative, dignified, and credible.

What are the facts concerning these two opposing schools of thought? Is the Salesense school on the way out? You might think so if you were to read my correspondence. The Nonsense cultists are bellicose and loudly vocal. Whenever I poke a questioning finger into the vitals of a Nonsense ad, as I frequently do, I promptly receive bitter letters charging me with being a reactionist, a relic of the past, a foe of modernism, and—most unkindest cut of all!—a *square*.

■ Well, let's take a hard look at the record. To which school do America's most successful advertisers belong? I have be-

General Motors

National Dairy Products

Procter & Gamble

General Foods

Lever Bros.

STRAIGHT-LINE ADVERTISING IN MICHIGAN FARMER PENETRATES

All sales are local. Your ads sell best when they give your sales story in local terms. Localized ads, and MICHIGAN FARMER's local editorial material, take you direct to the prospect. We have on-the-spot field reports you can use. We'll help you with pictures and testimonials. Changes are made quickly, economically because we print MICHIGAN FARMER by gravure.

5 WAYS TO "STRAIGHT-LINE" YOUR ADVERTISING

1 **Local pictures**

2 **Local testimonials**

3 **Local prices and terms**

4 **Local dealer listings**

5 **Local coupon returns**

- New evidence proving how national advertisers are making budget dollars go further, dig deeper, yield more sales!

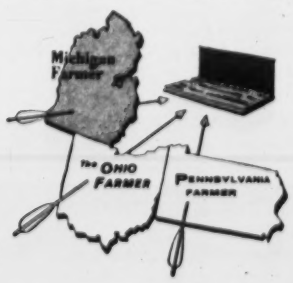
No waiting for harvest time in Michigan. Agriculture is diversified — farmers sell all year 'round. Income is steady . . . and big. Among the 49 states, Michigan is "top third" in farm income . . . ranks first in cherries; second in peaches; third in apples and grapes; fourth in pears; seventh in milk produced; eighth in oats and vegetables.

Send for free booklet that explains and illustrates in detail how you can tailor your ads for better sales penetration.

Michigan Farmer

East Lansing, Michigan

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.



STRAIGHT-LINE *Advertising service available also in THE OHIO FARMER and PENNSYLVANIA FARMER.*

Westinghouse

fore me a list of the 100 leaders, ranked by dollars and cents spent during the years of 1956 and 1957 (see AA, issue of Aug. 25, 1958). I have examined this list carefully and I do not find a single advertiser who has achieved leadership via the Nonsense school of thought. Due to the limitations of space, I shall set down here only the first ten, as follows: General Motors Corp., Procter & Gamble, Ford Motor Co., General Foods Corp., Lever Bros. Co., General Electric Co., Chrysler Corp., Colgate-Palmolive Co., National Dairy Products Corp., Westinghouse Electric Corp. Reproduced herewith are typical examples of their advertising.

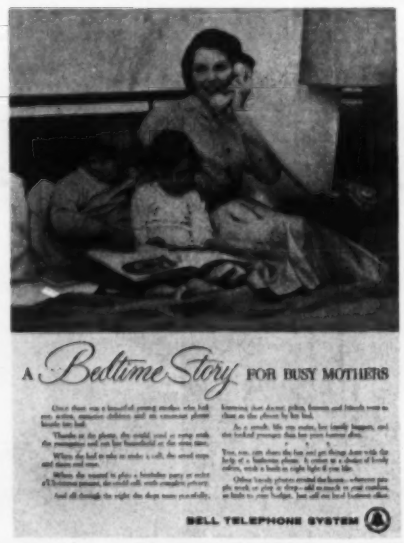
Surely these leading companies know what the shooting is all about; they have good agencies and their advertising departments are competently staffed. Obviously they belong to the Salesense school. I'll string along with them. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

The Peeled Eye Department . . .

Aren't you sorry YOU use dials?



A Bedtime Story for Busy Mothers
an ordinary and not too
Once there was a beautiful young mother who
had two active, attractive children and an extension
phone beside her bed.
Thanks to the phone, she could read or ramp
with the youngsters and run her household at the same
time, from kitchen to den looking for the
receiver left off the hook.
When she had to take or make a call, she saved
steps and stairs and time. Gratefully, her husband
got to another phone and often with fascinating
When she wanted to plan a birthday party or
order a Christmas present, she could talk with complete
privacy, if she first made sure her little earthquake
And all through the night she slept more peace-
fully, knowing that doctor, police, firemen and friends
were as close as the phone by her bed.
As a result, life was easier for family happier,
and she looked younger than her years forever after

By Dick Neff

Marion Bigwood, free lance advertising consultant in Milwaukee, refused to take this bedtime story for mothers lying down. Instead, she rewrote the story somewhat. See if your experience doesn't jibe more with hers—and ours—than with the never-never land of the Bell system.

Dick Neff

Fish Story

Art Eaton, the great copy man of Young & Rubicam and more recently Doherty, Clifford, Steers and Shenfield, wrote us from his ivory—no, *Shelbourne* Towers—in Knoxville recently, and sent us the following ad:

FISHERMEN ROUTED!
Wallopers going hog wild

"Teeth bared, ears laid back, *big atomic-powered bass*—in an obviously planned attack—are *driving fishermen off Fontana Lake!*

"Hatless, panting, the brave few who *rushed forward* in a *valiant but vain* attempt to stem the onslaught are *limping back* leaden-eyed in stove-in boats, dragging the snarled wreckage of *demolished gear* and tackle, in rout and *abject defeat.*"

FISHERMEN—RALLY! Shall our brethren thus be *driven* from our beloved inland seas? *Come*—come if you can. Come as you are, but come now, unarmed if need be. Boats, motors, tackle, we have *—we need manpower* . . .

"We have comfortable quarters for all in our 56-room lodge and 300 private cottages . . . Come now! And bring the family . . . FONTANA VILLAGE RESORT, North Carolina."

■ Art comments: "No wonder advertising so often has a hard time getting itself believed—read the attached.

"As far as I could learn by questioning people at this fishing place only *one* boat was stove in and while he did lose his tackle, he was not hurt to the degree that the advertisement implies. The copy says fishermen are 'limping back' from encounters with these huge bass. I was told by a man who saw the whole thing that the man walked off the dock without the sign of a limp and that the doctor who examined him found nothing more than a few bruises.

"Isn't this treating fact with just a bit too much imagination? It seems to me that people who read this advertisement are going to be more suspicious of advertising than ever . . ."

Which is Lady Chatterley's Lover?

Meanwhile, back at Batten, Barton, Durstine & Osborn, founding fathers of *The Post's* Ulcer Gulch, John Caples, that famous copymaster, writes us about "a controversy between two 'Lady Chatterley's Lover' ads *on the same page* (*New York Times*, Aug. 14).

"One ad warns against 'mutilated and emasculated drugstore editions' and says: 'Only authentic unexpurgated edition . . . Cloth $6 . . . paper 50¢ . . . Grove Press.'

"The other ad says: 'Don't be misguided . . . Unexpurgated . . . not a word missing . . . 35¢ . . . Pocket Books, Inc'."

Says John: "This confused me so much that I asked the bookstore clerk for a copy of 'Lady Loverly's Chatter'."

Wall Signs Department

Here are the only interesting and printable wall signs or wallet cards we've seen lately. Both are home-made. We understand Max Steinbook of Century Photo Service dreamed up this one and reproduced it with photo lettering:

Stats or Photos
Needed
YESTERDAY
Must be ordered
Before Noon
TOMORROW

The other was a hand-printed sign on the door of David Zar, a jeweler on Lexington Avenue in New York City:

CUCKOO CLOCKS PSYCHOANALIZED

Not bad for an amateur copywriter, hey? And did you dig that kookie spelling? #

From an Art Director's Viewpoint . . .

Cezanne Must Be Whirling

By Andy Armstrong

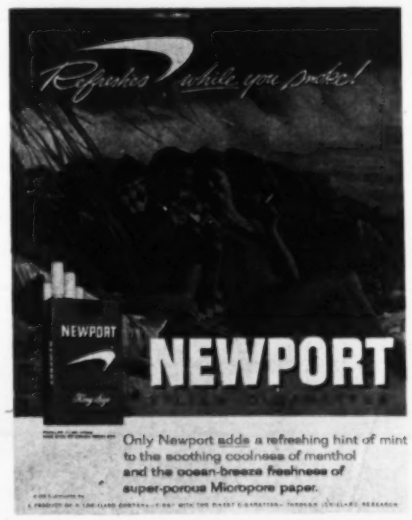
Several things about this Newport page could fill this column today—the confusing similarity to Oasis and Salem, the pallid and skinny thought in "Refreshes while you smoke!," the scrappy collage of package, logotype and heading obscuring the picture—but let's save all those for another day and look at the photograph's composition.

Andy Armstrong

The tops of the couple's heads fuse with the peaks of the mountain range. Why? Probably because this is a photograph. Certainly no illustrator, following the time-proved rules of composition, would make such an error. He would lower the skyline to let the heads stick above it, or he would raise the mountains to frame the heads. In either case, he would separate the heads sharply from the scenery, so the reader instantly could see which is which.

■ But this is a photograph—presumably just one shot selected from a number of shots—and you cannot control every factor from shot to shot. The photographer must have tried several angles, several poses, moving people and lights about as the day wore on. Maybe he moved the mountains. The models, as on any job of this kind, must have moved occasionally also, even getting up to walk around the studio between takes. Fresh cigarets had to be lit at short intervals. Someone had to step in and mop foreheads when the place warmed up.

After processing, many shots were rejected because of the facial expressions, or because of the action, or for other unguessable reasons. Finally this one was selected. If you ignore the diamond-patterned beach rest behind the gal—a distracting prop from the beginning—you may conclude that everything the picture-planners wanted is here. The right smiles, the right gestures, the right positions of the people, the right light on the mountains. But you also have to conclude that out of all the shots taken that day, this is the only one usable, and it isn't very good. Otherwise another would have been chosen in which the people had not yet sagged low enough to mix their noggins with the mountain range.


Refreshes while you smoke!
NEWPORT
NEWPORT
Only Newport adds a refreshing hint of mint to the soothing coolness of menthol and the ocean-breeze freshness of super-porous Micropore paper.

■ You can read the result another way, too. If the photographer had checked his ground-glass now and then as the shooting proceeded, the confusion of heads with background would not have come about. Or did he fail to spot a bad composition when he was under that big black hood?

Anyway, no good illustrator would have allowed this to happen. An illustrator wants to do a job only once—the one, right way. Unlike a photographer, he cannot whip out 50 versions of a single picture in an afternoon, multiplying the chances for failure along with those for success. Concentrating on *one* picture, and able to control the poses, the expressions, the scenery, so that one element of his composition does not fall apart while he is adjusting another, he gets a fuller chance to follow the best rules.

This is *not* an argument for illustration against photography. It merely suggests that selecting the best shot from a number of shots does not always mean a good picture. You may get a happy, accidental whole wherein all the parts are perfect, but just as often you may find yourself settling for an unhappy, accidental part that spoils the whole. #

Employe Communications . . .

Making Inflation Easier to Grasp

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The employe communicator these days is having his biggest frustrations in talking the perils of inflation to the employe group. One industrial communications man last week reported that a well-planned informational program, backed up by about every type of communication device he could conceive, apparently fell completely flat. He labeled his program a failure because, in spite of every-

Never mind the Razzle-Dazzle

Who really decides what to buy (*and where to buy it*) in the vast Chemical Industry today?

He's the CHEMICAL SPECIALIST *who specifies and approves the chemicals, chemical instruments and chemical equipment his company orders.*

Here's how to find him—reach him—sell him!

THE tremendous universality and scope of today's chemical industry make it far too important for any further confusion and razzle-dazzle as to who specifies and approves the enormous quantities of materials and equipment it now demands.

Today's chemical industry touches us all. It enters into almost everything that every individual, company and industry buys, uses, consumes or sells. Chemicals, chemical processes, chemical supplies and chemical equipment and instruments are involved in just about every known manufacturing and fabricating operation.

Thus, under the same professional "roof" we have the chemical engineer at Coca-Cola, the metallurgist at U. S. Steel, the research director at Procter & Gamble, the project engineer at Monsanto, the chief chemist at Champion Paper. Regardless of the industry, they all have two things in common:

First, they are all involved in chemistry and chemical engineering.

Second, this being so they also are Chemical Specialists. The Chemical Specialist—regardless of his company—is the chemical link which joins together a vast network of prodigious purchasing power throughout all business and industry.

This man, as such, is the single most important "sales prospect" in the chemical process industries.

* * *

NOW this Chemical Specialist may wear many different business hats.

In one company he may be president. In another, research director. In still another, project engineer or vice president of chemical development.

But he, sooner or later, is THE man you have to sell. Because he is the one who primarily is deeply, vitally concerned with chemical processes and technology.

He and only he is the chemical decision-maker.

True, the operation of any company requires a wide range of specialists—accountants, lawyers, electrical engineers, materials handling technicians, personnel directors, economists, maintenance supervisors, mechanical specialists, sales managers, administrators, financial men, marketing directors, advertising people.

BUT AS FAR AS YOUR PRODUCT IS CONCERNED, IT'S THE CHEMICAL SPECIALIST, SINGLY OR AS A GROUP, WHO STANDS BETWEEN YOU AND THE ORDER.

And—no matter how many other management men OK the order, pass on its fine print, or get up the money to pay for it, the Chemical Specialist is THE man who will specify for or against whatever chemicals, equipment or instruments you are trying to sell to his company.

Advertise to the chemical industry in every other way you believe might be worth your money.

So far as advertising to this great, growing, tremendously important industry is concerned, we say "the more the merrier."

But when it comes to actually reaching and selling THE man who really decides what his company will buy, let's cut out the razzle-dazzle.

Reach and sell this Chemical Specialist. And you stand a vastly better chance of getting the order.

How to reach and sell him? *What does he really read?*

THE answer to this ought to be fairly obvious. No matter what else a Chemical Specialist may peruse, skim or scan, there are to him two vitally important magazines—one a weekly, one a monthly. These are THE magazines he *reads and studies* when he is in *a chemical frame of mind.*

He reads CHEMICAL & ENGINEERING NEWS regularly every week because this is where he has to go for complete, timely, authoritative news of the chemical process industries without which he would soon cease to keep professionally up to date.

He reads INDUSTRIAL & ENGINEERING CHEMISTRY because this area of Design, Development and Research is where the chemical industry makes up its mind on new chemicals, bulk chemicals, chemical equipment and chemical instruments for use in process development, pilot plant, and commercial operation.

CHEMICAL & ENGINEERING NEWS reaches more chemical specialists (100,000) than any other publication in the world. Twice the circulation of any other publication serving the field. The basic, authoritative newsmagazine that covers all facets of the chemical industry—production to finance, research to people. Its authority is its trademark. Its editorial staff, and the spontaneous resources of the American Chemical Society, permit a job which no other publication can match. Its circulation is referred to as Management-In-Depth—president to production manager to research director to supervisor to chemist to chemical engineer—in short, the Chemical Specialist himself. This means that advertising in C&EN hits right across the board, into your primary and secondary purchasing areas. Advertisers spend more dollars in C&EN than in any other publication serving the chemical process industries.

INDUSTRIAL & ENGINEERING CHEMISTRY reaches the most important area of the chemical process industry: Design, Development and Research. It is here that new plants and processes are designed and existing ones improved. It is here that chemicals, equipment and instruments are picked for use in the full-scale plant. Your best chance to sell the chemical process industries is to reach and sell Chemical Specialists who function in Design, Development and Research. And 70% of I/EC's readers function in this area. Its editorial pages emphasize design and construction of new plants, equipment, and processes and the improvement of existing ones. Every I/EC article goes through a rigid reviewing system—is checked by at least two leading authorities in the field for timeliness, value to the reader and accuracy. Leading reference manuals in the chemical field quote I/EC more than all other chemical publications *combined.*

The manufacturer who really wants to reach and sell the heart-and-soul of the chemical industry *should go into these two publications first* with his advertising—no matter what other chemical publications may also be on his list. Without these two magazines, any list in this field is incomplete.

CHEMICAL AND ENGINEERING NEWS

Chemical and Engineering News
(The chemical specialists' authoritative news magazine—over 100,000 readers every week.)

I/EC
INDUSTRIAL AND ENGINEERING CHEMISTRY

Industrial and Engineering Chemistry
(Processing technology for the chemical specialist in Design, Development and Research.)

PUBLISHED BY
The American Chemical Society,
1801 K Street, N.W.,
Washington 6, D.C.

ADVERTISING MANAGEMENT
Reinhold Publishing Corp.,
430 Park Avenue,
New York 22, N.Y.

**NOTE: Chemical & Engineering News' 10-minute presentation, telling the factual story of the new "Management in Depth" which is today's and tomorrow's organizational set-up in the tremendously expanding chemical industry, is now available for company executives or groups. No company or individual, who sells to the chemical field, should miss this important information. Phone or write:* A. STUART POWELL, *Reinhold Publishing Corporation, 420 Park Avenue, New York 22, N. Y., MUrray Hill 8-8600. Offices in Chicago, San Francisco, Los Angeles, Cleveland, Seattle, Houston, Denver and Tulsa; phone numbers and addresses in local directories.*

***NEW OVERSEAS EDITION: Starting with July, 1959 issue (closing date June 20)* INDUSTRIAL AND ENGINEERING CHEMISTRY *will publish two editions: The domestic Edition, and a new International Edition published here and distributed abroad. Domestic black-and-white page rate is $395, International $250, combination $495. Send for complete new information on new marketing opportunities for American-made chemicals, equipment and instruments abroad. Phone or write* SCOTT LEONARD.

thing, the local union voted to go out on strike for higher wages.

An older hand in communications would have told him that there is not necessarily any relation between the program and the local brotherhood hitting the bricks. The card-carrying unionist, invited to ponder the wisdom of going out on strike, is normally encouraged by the sight of a few extra bucks in the pay envelope, and he finds the blandishment difficult to resist. It would be unreasonable to expect the hesitant unionist to rise before the hushed brotherhood and declare that, while he was all for a bit more of the folding green, he was opposed to a wage increase because it would contribute to inflation. He would not do this because he knows that (a) he would be hooted down and outvoted, and (b) he would probably be given a fraternal clubbing at the hall exit, to remind him to watch his manners.

■ The boys in communication who are making the most sense on the topic of inflation are those who are talking the obvious: The hurtful effect on the employe's pocketbook. The alert communicator knows that the average breadwinner in industry doesn't care a hoot about the impact of inflation on the national economy; you can add another cipher to the national debt and it won't cause him to bat an eyelash. If inflation is tough on the next guy, who cares?

But don't let inflation get tough on *him*. When it does get tough on him, he reacts. This is why the greatest strides in communication in the battle against inflation are being made by those who make the story local and bedrock. One of the best attacks appears in the current issue of the "Bulletin" which is the employe magazine of Cincinnati & Suburban Bell Telephone Co.

The editor (Robert F. Crecco) merely takes four illustrations of family life over a period from 1940 to 1958, and shows how the shrinking value of the dollar has brought inflation painfully to every working man. In 1940, for example, an employe and his wife are shown with a dollar's worth of groceries before them; in 1948, the caption of the second photo says, the dollar bought less than half; in 1958, the pile of groceries had shrunk about two-thirds. For $75, the copy points out, an employe could provide the clothing shown in the illustration for a family of four in 1940; in 1948 the same amount of money could take care of only three; today, the $75 would outfit only mother and small son. And so the story of shrinkage continued.

■ This is the kind of inflation talk the man at the bench understands. He lives with it. He hears it from his wife when he goes off shift. He feels it when he buys a pack of cigarets.

There is as yet no evidence that these inflation stories are really affecting the upward swing. But there is real evidence that more and more men and women in industry are reading, listening and beginning to think. #

On the Merchandising Front . . .

Ask for Too Much—and You May Get Less

By E. B. Weiss

As part of the fight for adequate shelf space, manufacturers tend to develop both strategic concepts and certain tactics that originate in a world of almost total merchandising unreality.

E. B. Weiss

Thus, I have seen manufacturers establish as their goal several times the facings that any intelligent merchant could possibly give them. And then I have seen statistics, which presumably support this objective, that could hardly be expected to be believed for a single moment by an intelligent merchant.

It may have been true, when retailing was primarily controlled by small merchants, that there may have been some merit in starting off with the premise that the retailer was something of an economic illiterate, and more specifically a merchandising illiterate, although even in those long-gone-by days this was not a very sensible posture for the manufacturer to assume. But today retailing is controlled by giant retail organizations—and these huge retailers have not achieved their giant stature because they have been either economic or merchandising illiterates.

■ On the contrary, they have proved themselves to be at least as astute as most of their suppliers—and the current concern of manufacturers over the progress of the retailer's controlled label suggests that they may even possess more merchandise acumen than the majority of their suppliers.

Consequently, to evolve both strategic concepts and tactical maneuvers involving the entire subject of shelf space in a world of theory, a world of wishful thinking, or from a totally selfish starting point will hardly make much of a dent on giant retailers. And if this sort of approach should make some progress with the store manager, this advantage will be short-lived because no matter how much latitude is given to the store manager, in the end that worthy follows the dictates of headquarters which, in turn, are checked and enforced by territorial supervisors, etc.

■ As an example of tilting at windmills I offer a recent Bayer aspirin trade-paper ad in which Bayer urges the drug outlet to concentrate on this brand *exclusively*. Says the trade copy: "By featuring Bayer aspirin *alone* you can increase your sales of Bayer aspirin by as much as 88% and your profit as much as 55% . . . By featuring Bayer alone you can cut your inventory . . . no reason to tie up your money in slow-moving brands of aspirin."

Now I know that Bayer outsells all other brands of aspirin combined. But I also know that the larger outlets, which sell the greater volume total of aspirin, are seldom in the habit of turning over their volume on a fast-moving item to a single supplier. It just isn't done—not by large outlets (with, of course, some completely *untypical* exceptions which can always be cited).

■ Maybe these large outlets are completely wrong. Maybe they would earn a better profit if they sold Bayer exclusively—I do not question this point, although I am sure that some large outlets could debate it, and pretty effectively, too.

But the fact still remains that large outlets do not like to be too dependent on a single supplier. Indeed, it is not at all rare for a large retailer to finance a second-string supplier and even a third-string supplier in order to have "leverage" in negotiations with a major supplier.

Moreover, the aspirin market is not at all immune to the emergence of the retailer's controlled brand. Some large retailers have had their own brands of aspirin for years. The total of aspirin controlled brands is almost certain to increase.

Again, this may not be a wise move for the large retailer. But if it isn't a wise move, I still question whether the manufacturer who attempts to forestall it by urging that his brand be stocked *exclusively* will make any considerable headway. After all, he is hardly unbiased!

■ The battle for shelf space, for shelf location, for shelf position by height of shelf, for facings is simply fierce. It is now being further complicated by the large retailer's expanding program involving his own controlled brands. Under such circumstances as these, to come out and ask for a brand exclusive in large outlets would appear to be so completely removed from merchandising reality as to make one wonder whether one is reading correctly.

I could also suggest that Bayer, which may account for half or better than half of total aspirin volume, might not be wise to aim for too much of the remaining market. The Department of Justice might raise a cynical eyebrow!

And while I am picking on Bayer aspirin merchandising philosophy I would like to inquire why a fairly new Bayer merchandise fixture allots equal inventory to Bayer aspirin in the 100 pack, the 50 pack and the 24 pack. In other words, this fixture contains 4 dozen of the 100s, 4 dozen of the 50s and 4 dozen of the 24s (plus 2 dozen of the children's size). It may very well be that all counts of Bayer aspirin for adults sell in equal volume, which would be rather extraordinary. But if this isn't the case, why merchandise a fixture as though all counts moved with equal velocity? #

Tips for the Production Man . . .

Little Tricks with Big Letters

By Kenneth B. Butler

It isn't always necessary to dish out money on a lavish scale in order to give a printed design an attention-getting appeal. Much can be done with relatively inexpensive devices, often using materials which your printer or typesetter can provide, or, at most, incurring the cost of an inexpensive line or two of engraving.

Take the initial letter, for example. An ad without illustration is not hopeless. Type, if sized on a grand enough scale (and chosen for its charm) can serve in lieu of illustration.

■ True, the average composition house seldom goes beyond 72 point. Photographic enlargement, or enlargement by engraver, is not out of bounds budget-wise. Sizing is a key technique in securing off-beat effects with single letters, as can be seen from the accompanying specimens.

Paste-up type is another source of material for blow-ups of single letters. Or, additionally, you can go on a foraging trip with a pair of scissors. Most of my books are quite clipped up, with an intriguing letter or ornament here and there lifted to serve as copy for engraving or offset paste-up.

■ Nowadays you can be quite sassy in your typographic handling. Not only "can you get away with it," the sassiness may actually make the piece come alive with charm and attention-getting value.

When the giant-size initial is run in color, its body becomes a veritable color tink block, over which printing of semi-display lines, or body text, may be superimposed. #

ENLARGED INITIALS—*A powerful gimmick for use when illustrations are non-existent, or to serve as illustration, is the enlarged initial. Get 'em big enough and they suggest many layout innovations.*

Front Man for a Dynasty

Joe Kennedy Jr. hoped to be President of the United States. When he was killed in World War II, younger brother John abandoned a writing career and took over the political reins. Now *he* hopes to be President. And if anything happened to him, another brother would enter politics. Such is the determination, the dedication, the intense awareness of duty to family as well as country that marks the Kennedys of Massachusetts—a dynasty in every sense of the word.

The dramatic story of the Kennedys, with accent on Senator John, begins in the current issue of LOOK. Written by veteran reporter Joe McCarthy and slated for book publication as *The Remarkable Kennedys*, the three-part LOOK series highlights the past performance and future prospects of the front-running Democratic Presidential aspirant. It follows closely the LOOK series introducing Earl Mazo's book on Richard Nixon—now a national best-seller. Of the millions of words that will be written about Presidential hopefuls between now and November, 1960, few will approach . . . in warmth or understanding or depth of perception . . . the content of the current LOOK series on Kennedy, the recent one on Nixon. People come alive in LOOK as in no other magazine, because LOOK specializes in people . . . because LOOK *is* the exciting story of people. It is a story that, issue after issue, captures the personal involvement of LOOK readers as it provides a stimulating and compelling editorial backdrop for LOOK advertisers.

LOOK The Exciting Story of People

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Andy Armstrong's Comments on Victim of Burning Make Reader Barrett Do Slow Burn

To the Editor: I'm not so sure as Andy Armstrong [AA, Sept. 14] that the juxtaposition of the Dial ad with the article about the victim of horrible burning was an unfortunate one for the advertiser. It would be interesting to know how much attention has been reported for this insertion as compared with Dial ads in other issues.

But aside from this, I see no reason why a story about occurrences of some years ago is any less legitimate than a current news report. Mr. Armstrong says, "many will find it cheaply and deliberately sensational." I wonder how thoroughly he read the article because I found it well written. . . a moving documentation of that marvelous combination of frailty and strength that is a human being. I assert that it is not, as Mr. Armstrong reports, "a sickening story of roasted human flesh."

I was hospitalized for some months during World War II. Nearby was a young naval officer who was badly burned over most of his body and lived. I admit this influence when I say that I found Mr. Armstrong's supercilious phrase "the charred and despaired-of carcass" outrageous and inexcusable. For one thing, "carcass" means a dead body, or, according to the secondary meaning given in Webster's, a contemptuous reference to the living body. For another, how could the doctors and nurses who participated in the marvel of the recovery have despaired while giving so much of themselves over so long a period of time? I say Mr. Armstrong's phrase is a "cheaply and deliberately sensational" bit of writing.

Finally, your critic challenges the publisher for printing this account of an ordeal because of the dreadful coincidence that years after his recovery the victim was burned to death. On the contrary, I think it's a good thing that a large circulation magazine does not restrict itself to happy endings.

If Mr. Armstrong had stuck to his original point about makeup, I probably wouldn't have gotten worked up to the pitch of writing this letter, but I do think that whenever we glorify the importance of an ad at the expense of editorial we are apt to sound pretty stupid.

Lee Barrett,
Advertising Manager, New England Mutual Life Insurance Co., Boston.

• • •

Not Inspired by Competitors

To the Editor: I have just finished reading, on Page 67 of your issue of Sept. 7, the commentary on my Sept. 5 report on drug marketing. One of the statements I found was the following: "Officials at two different companies suggested baldly that if Advertising Age did some checking, it would find that the *Saturday Review* articles were inspired by Pfizer competitors."

The important question in any work of journalism is not, "Where did the material come from?" but, "Was the material accurate?"

However, to keep the records straight, I would like to say that no drug company had anything whatever to do with the initiation of any of my studies of drug marketing. The offending ads we cited were in each case brought to my attention by practising physicians who were outraged by the misleading nature of the ads.

John Lear,
Science Editor, *The Saturday Review*, New York.

• • •

Linguist Lomo Explains How One 'Reads Fluently'

To the Editor: As a quondam teacher of foreign languages, I would like to answer the query that Mr. Jim Crawford of Des Moines shoots at you in the Voice of the Advertiser (AA, Aug. 17). He questions therein a phrase you used in a news story in a previous issue, to the effect that some persons *read* English *fluently*, since to him there cannot be such a thing as *reading fluently*.

To foreign language teachers it is plain that students, in learning a foreign language, go through different phases of acquiring skill in the language being studied. When the student first attempts to speak in the foreign idiom, he usually takes a round-about path. After conceiving the idea or ideas he wants to convey, he expresses them first in his mind in his own mother tongue. Then he translates this expression in his own language into the foreign language.

When reading a text in the foreign language, the student treads this same trail but in the other direction. He first translates the foreign text into his own vernacular and from this translation he obtains the meaning conveyed by the text read.

If the student perseveres, he may eventually reach a point where he can express his thoughts directly in the foreign tongue without any intermediate translation, and it is when such a point is reached by the student that we can truthfully say that he *speaks fluently* the foreign language. The converse is also true. When the student can read a foreign text and apprehend its meaning directly, without having to translate it first into his own tongue, we can say that he *reads fluently* the foreign text.

I am a case in point. I can read English, Spanish, French and Esperanto and understand the meaning of the text read without having to translate it into any other language. On the other hand, I accomplish the reading of German texts by first translating them into English. And this is a curious thing, since English is not my mother tongue. I learned English the hard way after I spoke my native tongue, which is Spanish. But German translated into English seems perfectly natural to me.

Then there is the question of reading one's own language. Without getting into the deep water of the present controversy about the best method for teaching reading, it can be said that some students do not learn to read properly. They go about reading word by word, or even syllable by syllable, and take an unconscionably long time to get through even a short text. Of course, speed of reading does not necessarily indicate the quality of the act. Some slow readers ARE good readers and the slow speed stems from other causes. But a poor reader is always a slow reader. One of the causes that slows down reading is the time taken to digest the text read, that is, to relate it to what has been read before. From this, it follows that the drop in reading speed in such cases is proportional to the abstruseness of the subject dealt with. An essay on transfinite numbers or on quantum mechanics will slow down a reader considerably more than a news story about a cat caught in a manhole.

The point I want to show is that those readers who can read with average speed normal texts written in their own vernacular can be said to be *fluent readers*, while those who may need remedial reading classes are not.

Alfonso Lomo,
Partner, Lomo Consulting Service, Goldens Bridge, N. Y.

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Upside Down Ad World

To the Editor: One way to attract attention is to stand on your head.

Whether or not you sell anything depends on whether or not you sell anything!

Maxwell Sackheim,
Maxwell Sackheim & Co., New York.

AT Manger Hotels
WE STAND ON OUR HEADS TO SERVE THE GUESTS YOU REFER TO US!
The Friendliest Name in Hotels
Manger Hotels
ALBANY, N.Y. THE MANGER DE WITT CLINTON
CHARLOTTE, N.C. THE MANGER MOTOR INN (Opening late 1959)
CLEVELAND THE MANGER
GRAND RAPIDS, MICH. THE MANGER
NEW YORK CITY THE MANGER VANDERBILT . THE MANGER WINDSOR
ROCHESTER, N.Y. THE MANGER
SAVANNAH THE MANGER THE MANGER TOWNE & COUNTRY MOTOR LODGE
WASHINGTON, D.C. THE MANGER ANNAPOLIS THE MANGER HAMILTON THE MANGER HAY-ADAMS

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Editorial Brought Him Calls

To the Editor: Thanks for the fine job you did in your Aug. 31 issue on our "Right to Advertise" law.

You'll also be interested to know that the pulling power of Advertising Age has brought me telephone calls from as far away as Texas, all indicating an interest in trying to enact similar legislation in other states. This, of course, is what we had hoped would happen and we certainly appreciate the encouragement you have given these other states to follow suit.

William W. Kight,
President, Kight Advertising Inc., Columbus, O.

• • •

Spots Renault 'Copycatting'

To the Editor: I read Mr. Woolf's column religiously in Advertising Age and find this to be very informative and interesting.

The column in the Sept. 7 issue deals with the Renault campaign

NEW BURROUGHS F-5000 FIRST FULLY AUTOMATIC ACCOUNTING MACHINE WITH DUAL PRINTING
NEW BURROUGHS F-5000 FIRST FULLY AUTOMATIC ACCOUNTING MACHINE WITH DUAL PRINTING
Burroughs Corporation

and voices the hope that it would not start a vogue among the copycats.

I am enclosing a new ad of Burroughs and you will note that the copycatting has commenced.

R. F. Runyan,
Advertising Manager, Harter Corp., Sturgis, Mich.

•

To the Editor: Include me in agreement with the six points of criticism mentioned in Mr. Woolf's review of the Renault ad in the Sept. 7 issue of AA.

Any copycats would have to have holes in their heads!

Setting type the full width of the page, a style so prevalent today—is a cardinal sin in my book.

Personally, I have not read a word of the Renault text. Figure the effort might send me back to the eye doctor.

H. J. Mawicke Jr.,
Juel Studios, Chicago.

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Clarifies Talon Award Credit

To the Editor: With malice towards none of my two former employers, McCann-Erickson Inc. and KGA (Kurnit, Geller Associates Inc.), with charity for all may I set the record straight? The Talon Little Zip campaign which won 1959's DMAA Gold Mail Box Award pictured in your Sept. 14 issue and incorrectly credited to McCann was actually written while I was copy chief at KGA, and should be so acknowledged.

Lincoln Diamant,
VP in Charge of Creative Services, Daniel & Charles Inc., New York.

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Prefers 'Point of Sale' but Will Take 'Point of Purchase'

To the Editor: In going through a recent issue of Advertising Age I find that your most important of all trade magazines to the advertising profession can be most confusing. Material which is used by the manufacturer to get attention to his product in a retail outlet is variously called—in one issue, mind you: Point-of-purchase, point-of-sale; dealer helps; sales helps; sales promotion material; collateral material; POP, and POS.

TV is TV; radio is radio; car cards are car cards; but the very important effort to get attention to a given product in a retail outlet has so many names that I'm afraid its true importance is lost to the average advertising man. Being in this business, it is my

ALMOST EVERYBODY IN PROVIDENCE CAME TO WJAR-TV's 10th ANNIVERSARY PARTY!
WJAR-TV · CHANNEL 10 · PROVIDENCE, R. I. · NBC · ABC · REPRESENTED BY EDWARD PETRY & CO., INC.

feeling that much could be gained for everyone by choosing one symbol.

There is a well-organized group called POPAI, which is an abbreviation for Point-of-Purchase Advertising Institute. My own feeling is that point-of-sale expresses the more positive angle. I would be most happy to settle for the majority opinion, which is point-of-purchase. I think that those advertising agencies who turn point-of-purchase material into the purchase of graphic arts, labeling it collateral material, are in a very precarious position, especially in the food business. Of course, the trouble is that so little collateral material is ever exposed in a supermarket.

Foster L. Clute,
Dealer Sales Builders Co., San Francisco.

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Agrees with He-Man Piece

To the Editor: If I ever have the pleasure of meeting Jim Woolf the drinks are on me for that "he-man" piece he did for AD AGE dated today (AA, Aug. 17).

It seems to me that it is particularly apropros in view of the great hullabaloo a week or two back about "creative admen." Quite a bit of space was turned over to pouring smooth unguents over the entire advertising fraternity for its creativeness.

I have just checked a current copy of a magazine in which there were 46 coupons. Of these 46 coupons, 29 started:

"Please rush me full details."

Also, I am a little weary of all the print media which advertise, "Circulation at an all-time high."

I do enjoy Mr. Woolf's pieces.

Eugene Whitmore,
Unified Marketing Workshop, Lockhart, Tex.

• • •

Try This for a Starter

To the Editor: If Whit Hobbs wants improvement in advertising here is a starter (AA, July 6).

The guy who wrote it insists it

THIS CAN BE YOURS
No Down Payment — No Monthly Payments
In fact no payments at all are necessary. Can you believe it? A truly exquisite southern bungalow like this that would add joy and prestige to any discriminating neighborhood could be yours without you putting forth any effort. How?—Don't paint, repair or remodel your home and in a few years you too can own a house as attractive as this.
However, if you don't happen to prefer this distinctive style of architecture, call or see Mrs. Dart at MILLS & NEBRASKA'S Home Planning Center right away. Mrs. Dart has helped hundreds of you ladies with ideas and suggestions about remodeling or building. She has no down payment remodeling loans, a library of plans and ideas, 1,152 paint colors, reliable carpenters, builders and painters to recommend and all kinds of advice. Here's the chance for you ladies to get the free information you need to beautify or enlarge your home.
MILLS & NEBRASKA LUMBER

was original with him. Guess there is something new under the sun.

Charles C. Luce,
Florida Motel Journal, Orlando.

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Ooops!—Forgot the Word

To the Editor: After reading the article "Pilot Study Assesses Reader's Image of 'Post,' 'Life,' 'Digest'" (AA, Aug. 24), I was reminded of the student at one of our institutions of higher learning who found the "sure way" of passing examinations. His "method" was as follows: After reading through the text book and his notes (approximately 52,000 words) he reduced this mass of data to a concise one-page outline. This was then further reduced to one paragraph—then to one sentence—and finally to one succinct word. Confidently our hero went off to take his exam—and FORGOT THE WORD!

Bernard Guggenheim,
Brooklyn, N. Y.

P. S. All in jest.

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Many Ad Budgets Held Up

To the Editor: A word of cheer.

We old goats are always talking about the "good old days." You and I remember how back in those "good old days" if business was bad, the advertising appropriations were slashed.

It is interesting to note (as reported in ADVERTISING AGE, Page 53, Aug. 29) in the recession year, 1958, that out of the 100 leaders in advertising expenditures, 71% either held fast or increased their advertising budgets.

Frank P. McGowan,
Executive Director, Southwest Edition, *The Wall Street Journal*, Dallas.

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Cites Savings Stamp Precedent

To the Editor: The attached editorial ("Kearns Answers Multer," AA, Aug. 3) interested me. Back in 1941, in a blaze of patriotism, I created a campaign for the Massachusetts Retail Grocers Assn. It was called "The Patriotic Pantry Party." It was co-op with food suppliers. Consumers were to buy the products at their independent grocer . . . write about any product so purchased. Best weekly letter won U.S. savings stamps. Best monthly letter won bonds (war). Dealers also won stamps and bonds.

Tell Babbitt the precedent has been set. You might even inform Rep. Multer.

Richard Montgomery Mason,
Richard Montgomery Mason Inc., Boston.

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To the Editor: In your Aug. 17 issue a Mr. Jerrold B. Harris writes that "Hackerman, not Babbitt, invented OBA. . . ."

We are well aware of the fact that Mr. Hackerman, who runs a dry cleaning store, has given away U.S. Treasury stamps as a premium to his customers.

In fact there are no doubt many other small merchants who have, on their own, distributed U.S. Treasury stamps as a patriotic gesture and as a way of increasing their business.

This does not mean that any of these merchants were responsible for "Own a Bit of America." "Own a Bit of America" was created as a means of making this program available to all manufacturers who wish to participate in it. With the weight of several companies behind this program millions of dollars worth of U.S. Treasury stamps can be distributed. This is good for our country and it is good for business. It can be an important anti-inflationary measure.

We compliment Mr. Hackerman and all other merchants who have distributed and continue to distribute Treasury stamps to customers. We hope they will continue this program. And, we hope that OBA Corp. will succeed in making this concept truly national.

Ralph C. Robertson,
President, OBA Corp., New York.

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Hears the Turnstiles Rattling

To the Editor: "We like to pick as many brains as possible," says the spokesman for the advertiser, smirking. In the background—the rattle of agencies going out the turnstile.

Yet anybody can look at the results and see that year after year the advertiser is represented by the same "shlock" ads done in neo-Scheherazade style.

So maybe it isn't the agencies that should be rotated. Maybe the brain that does the brain picking needs the rotating. Maybe the agencies are casting pearls where only corn is wanted.

Andrew Certner,
Copywriter, Ellington & Co., New York.

OPERATION *SATURATION*
-PROGRESS REPORT:

130
PAGES IN SEPTEMBER

—UP 1,600%
SINCE 1954

MM&GB is first in effectiveness and first in circulation because MM&GB is first in usefulness to readers and first in productivity for advertisers. Write today for the fact-filled brochure that fully defines the market and its leading medium.

MILITARY MARKET & Government Buying
FIRST AND ONLY
BPA
AUDITED PUBLICATION EDITED EXCLUSIVELY FOR THE PURCHASING OFFICIALS AND PURCHASING INFLUENTIALS OF THE $2,000,000,000 PX - COMMISSARY AND ALLIED $1,000,000,000 CIVILIAN GOVERNMENT MERCHANDISING FIELD
THE MAGAZINE OF PURCHASING AND MERCHANDISING

FIRST IN CIRCULATION—BPA AUDITED
FIRST IN COVERAGE—AT LOWEST COST PER 1000

MILITARY MARKET and GOVERNMENT BUYING MAGAZINE

Published by

ONLY MILITARY MARKET and GOVERNMENT BUYING OFFERS:
- Largest trade circulation within military and government.
- BPA certification—your guarantee of effective coverage.
- Lowest cost per 1000 readers.
- Coverage-in-depth of both the $1 billion civilian government and the $2 billion Armed Forces retail outlet markets.
- Largest editorial staff in its field.
- Extensive sales aids and merchandising services.
- Complete overseas and stateside coverage.

PLACE YOUR SPACE WHERE IT PRODUCES RESULTS—WRITE TODAY FOR RATES, DATA, SAMPLE COPIES

ARMY TIMES PUBLISHING COMPANY
2020 M STREET, N.W. • WASHINGTON 6, D. C.
U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO

Casuals Helped Hold Men's Tailored Clothes to Half of Expectable Growth: 'Bach Letter'

NEW YORK, Sept. 29—The so-called "continuing revolution" in men's clothing, which has been a move away from tailored clothes to the "casual look," is discussed in the current issue of "The Bach Letter," house organ published by Henry Bach Associates, an agency specializing in the clothing field.

The so-called "revolution" has actually been going on for decades, the agency reports.

"In men's wear the rapid rise in sports outerwear, sport coats and slacks has been accompanied by declines in overcoats, suits, hats, ties and other items once considered of vital necessity for well dressed males. These latter items have suffered fearful neglect since the war. But, if you trace their history back 50 years, you will find that even before the war they were already slipping badly. The post-war years have only accelerated the trend."

■ In 1907 a typical worker spent $33 annually on clothes, the letter says. "If we adjust for today's inflated prices and wages, we find that today's worker spends only the equivalent of $37.27 in terms of 1907 dollars.

"That isn't much progress in 50 years. Realize, also, that what he does spend (about $136 at today's prices) represents a much smaller share of his disposable income than it did then."

An analysis of the past ten years by the agency reveals that, by and large, the same trends continue unabated.

"We do not suggest that these tendencies are inexorable," the letter says. "Rather, we contend that, since no clear and concerted effort has been applied to influence men's purchasing habits in any new direction, the old trends merely continued on their own.'

A composite men's tailored clothing index reveals a 19% increase in total volume of tailored clothing purchases between 1948 and 1958, but "The Bach Letter" goes on to point out several factors not readily apparent:

- The shift in male employed population from blue-collar to white collar jobs should have added 6.4% to tailored clothing consumption.
- The increasing population should have contributed another 11.1%.
- Increases in disposable income (after adjustment for price changes) should have added another 16.4%.

■ "These three factors together should have provided us with a 38% increase in tailored clothing consumption. Instead, by 1958 we achieved 19%, or only half of this," the letter says. "The 1959 boom, on the other hand, has lifted production far above last year's figures. Yet, even in the midst of 1959's prosperity, the latest 6-month figures show that we have failed to catch up with our growth potential."

The letter points out, significantly, that such has not been the case with women's clothes. In 1888, wives spent one-third less than their husbands for clothes. By the end of World War I they were spending only 11% less. By 1936 their expenditures were 13% more than the males', and by 1950 suburban women in large northern cities were spending 41% more than their men on clothes.

Careful study of clothing customers, rather than a wringing of the hands, is urged by the agency.

■ "For example, it is clear that the diversity of clothing has increased. While we may deride the casual way in which men seem to dress today, it is apparent that less formal attire is now considered quite appropriate for both work and social occasions. Yet specialized clothes for specific leisure activities have been widely accepted where practically none existed before.

"There are clothes for driving and traveling, for specific sports like fishing and golfing, and for the other new leisure activities. All these markets are developing out of our affluence—markets which could not exist when leisure was restricted and standards of living were lower." #

Ackerley Joins KTAN

Eugene A. Ackerley has joined KTAN, Tucson radio station, as general manager in charge of sales and promotion. Mr. Ackerley was formerly general manager of KCUB, Tucson.

CREDIT LINE—*A 16-page insert section in the New York Times Sept. 13 carried a box on Page 2 with an agency credit line. It read: "This Helen Harper advertising section represents a new departure in sweater advertising and merchandising. It is the first time a knit fashion apparel manufacturer has created an individual supplement in the New York Times. Prepared for Helen Harper Sweaters (Blume Knitwear Inc.) by Ehrlich, Neuwirth & Sobo Advertising Inc."*

Diners' Club Offers Members New Holiday Gift Service

Members of the Diners' Club, Chicago, will be able to use their credit cards to purchase holiday gifts through the mail this year, through the Diners' Club gift service program, available to members only. John Plain & Co., Chicago, will supply the merchandise to the gift service for re-sale to Diners' Club members.

A 28-page "Christmas Gift Book" catalog listing over 236 items, including children's toys, men's accessories, sporting goods, and women's accessories and jewelry, will be mailed to club members on Oct. 15.

Two Join 'AMA News'

John K. Abely, formerly of Reuben H. Donnelley Corp., and Anthony J. Di Rollo, formerly of Scolaro, Meeker & Scott, have joined the New York sales staff of the *American Medical Assn. News.*

There was this bootlegger in Tulsa . . .

HIS SUN shone brightly. He enjoyed brisk demand for his wares. Distribution and brand acceptance were excellent. His share of market was exhilarating; reorders rolled in with impressive regularity.

Then disaster struck. Lawmakers legalized liquor. He became the victim of technological unemployment.

In the thirties? No. In the summer of 1959, when Oklahoma prohibition—on the books since statehood was achieved in 1907—was finally repealed.

Earth-shattering? Hardly—but interesting to *Comment's* audience.

* * *

KOTV, the Corinthian station in Tulsa, offers the new *Comment* as a showcase for controversy. *Comment* is a piace for almost anything that stimulates thinking and discussion. Repeal . . . integration . . . labor reform . . . the opinions of a former leader of the Oklahoma Communist Party . . . if it's informative, intriguing or meaningful for people in the Tulsa market, it belongs on *Comment.*

Comment follows the new 10:00 p.m. *Eye-Witness News,* which brings the advances of electronic journalism to the Tulsa market. To present this newscast-*Comment* strip, five nights a week, KOTV has pre-empted high-rated network and syndicated shows.

Corinthian believes—and our research bears us out—that there is a deeper public interest in local, national and world affairs than many even in television itself have realized. We believe that a local station must shoulder an important part of the medium's responsibility to meet that need.

We suspect, incidentally, that strong news and public affairs departments have something to do with our leadership in most of our markets. We also suspect that viewer confidence in our stations may have something to do with the believability of our clients' commercials.

Responsibility in Broadcasting

THE CORINTHIAN

DOWN THE FUNNEL—*Dan Starr, Seattle Post-Intelligencer, president of the Seattle Advertising & Sales Club, drops the first names in the funnel for a drawing which will send a lucky adclub winner on a week's trip to Hawaii via the Matson Lines. Members get chances on the June drawing via attendance at meetings and bringing in new members. Phil Schwartz, sales manager for Matson, and a pretty Matson travel consultant observe the initial deposits.*

MAAN Gives Eight Awards in Campaign Competition

Gerst, Sylvester & Walsh, Cleveland, was a double winner in ad campaign competition sponsored by the Mutual Advertising Agency Network. The agency won in the newspaper campaign and point of sale categories.

Other winners include the Mautner Agency, Milwaukee, for the all-media category; Smith & Dorian, New York, trade paper campaign; Lahr Advertising, Indianapolis, direct mail; Warren & Litzenberger, Davenport, catalogs; Allan Copeland & Garnitz, Chicago, public relations; and Kennedy & Hannaford, Oakland, miscellaneous category.

Dodge Dealers Sponsor Series Show on WBBM

Chicago and Suburban Dodge Dealers Assn. is sponsoring a 15-minute radio show on WBBM, Chicago, following each World Series baseball game and featuring Sherman Lollar, Chicago Sox catcher. In "Lollar Reports the Series," the catcher explains strategy and other action of each game.

COLORFUL "Lusterchrome" POSTCARDS ATTRACT THE EYE

Advertise Your Products with POST CARDS IN FULL NATURAL COLOR

Reproduced from Color Transparencies

The LOW COST of the NATURAL COLOR POST CARDS will amaze you.

Samples and prices on request.

DEPT. A
TICHNOR BROTHERS, INC.
1249 Boylston Street, Boston, Mass.

Lyon Opens Agency, Offers Client 15% or 'Pay for Results' Plan

WESTPORT, CONN., Sept. 29—David G. Lyon, formerly senior vp at Cecil & Presbrey, has opened a new agency at Hillspoint Rd. here.

Mr. Lyon said that clients of the new ad and marketing agency, David G. Lyon Inc., will be offered two plans of agency compensation—the standard 15% commission system or an option "pay for results" plan.

Under the optional plan, the agency and client agree on sales or profit goals, and agency compensation is based on results. Mr. Lyon said his new plan has three advantages: (1) Complete identity of interest between agency and client; (2) placing of proper emphasis on marketing contributions, and (3) elimination of wasteful "window-dressing."

"Many medium-size advertisers don't have the commissionable billing to justify the fulltime employment of first rate talent; yet they are able and willing to pay for results achieved," he said. #

Westminister Names Brown; Scott Paper Names Herb

R. C. Brown has been appointed marketing manager of Westminister Paper Co., New Westminister, B.C. Mr. Brown was formerly retail product group manager of

R. C. Brown John J. Herb

Scott Paper Co., Chester, Pa. Westminister is Scott Paper's Canadian company.

John J. Herb, formerly advertising manager of Westminister, has joined Scott as product manager in the advertising division.

Catalina Promotes Five

Catalina Inc., Los Angeles, swimwear and sportswear manufacturer, has promoted five sales representatives to the newly created posts of regional account executives. They are Ellis Sylvester, appointed for the western and southwestern states; William Shipman, mid-central states; Paul Kay, eastern and southeastern states; Robert Scheter, greater New York City, and Myron Benson, northeastern states.

KOTV
TULSA *(Petry)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(Petry)*

WISH-TV
INDIANAPOLIS *(Bolling)*

WANE-AM
FORT WAYNE *(Petry)*

WISH-AM
INDIANAPOLIS *(Petry)*

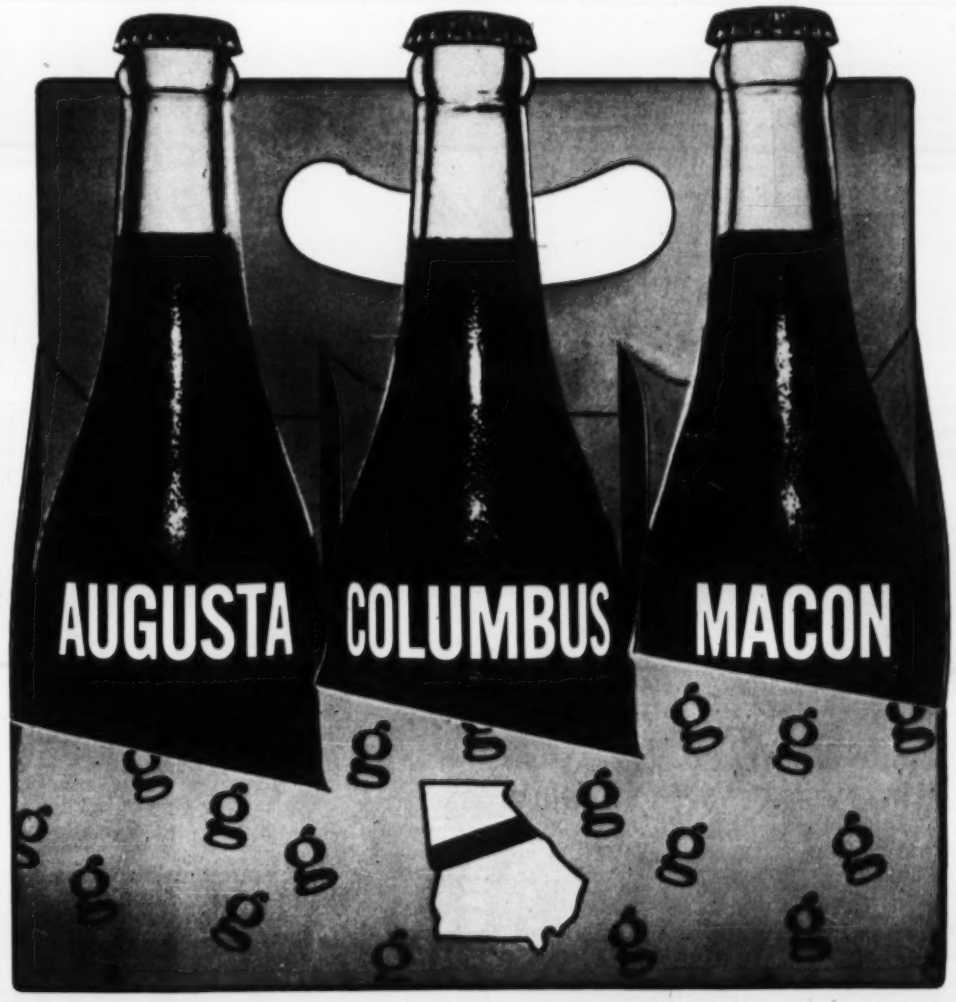
STATIONS

package buy:

America's 30TH metro market

With over 650,000 population, the combined Augusta-Columbus-Macon metropolitan market is *30th in the U. S.* And it's yours with the Georgia Group papers, reaching 4 times as many homes in this 3-in-1 metro market as any other paper. Schedule the Georgia Group. One order, one bill, one check . . . *and savings up to 17%.*

GEORGIA



THE Georgia Group

AUGUSTA Chronicle and Herald COLUMBUS Ledger and Enquirer MACON Telegraph and News

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

Carboni Book Shows How Italy Promotes Radio-TV Service

Eberto Carboni is one of the leading members of the Italian school of modern design and his work in the field of radio and television has now been documented in a $10 volume published by the New York Graphic Society, "Radio & Television Publicity."

The book consists of 242 illustrations of ads, posters, pamphlets, displays and other materials that have been used to promote radio and television in Italy. It is, in effect, a gaudy—but b&w only—case book on the promotion of a communications medium.

Kennard Names Hutchinson

Bigelow Kennard Co., Boston, has appointed Charles F. Hutchinson, Boston, to handle its advertising.

Sherman Oakland Salmen Winegar Hoffman

CREATIVE GIFT—*Following his talk before the Twin Cities Creative Club in Minneapolis, James Sherman, vp and executive art director of McCann-Erickson, Chicago, was given a set of creative casebooks by Joseph Hoffman, Campbell-Mithun, president of the club. Club officers are Ronald Oakland, John W. Forney Inc., treasurer; Marie Salmen, Olmsted & Foley, secretary; Otis Winegar, Knox-Reeves, vp. Membership in the club is open to copy and art people from agencies, media, advertisers.*

Fiala Joins Intermountain

Albert M. Fiala Jr. has been appointed national sales manager of Intermountain Network's Denver office, as well as KIMN, Denver affiliate. Mr. Fiala was formerly commercial manager of WROW, Albany, a subsidiary of Capital Cities Television Corp.

AMA Names Staples

Stanley F. Staples, vp-sales and advertising, Employers Mutual of Wausau, Wausau, Wis., has been elected vp in charge of the marketing division of the American Management Assn. for the 1959-60 term.

Don't bury your head

Buy Negro Radio

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes! 80% of their money is spent on consumer items alone. The Negro market is rich . . . and getting richer . . . incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President

JOHN E. PEARSON CO.
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.

IN 1958

The London Free Press
Western Ontario's Foremost Newspaper

CARRIED MORE COLOR LINEAGE THAN ANY OTHER CANADIAN DAILY!

THE LONDON FREE PRESS • LONDON • ONTARIO • CANADA

TV Is Cure for Decline in Art of Selling: Barrett

LOS ANGELES, Sept. 29—Tv advertising and lots of it was prescribed for sales managers as a cure for "chaos at the counter"—the decline in effective across-the-counter salesmanship throughout the U. S.

The prescriber was Halsey V. Barrett, manager of tv sales development for Katz Agency, New York, who spoke to a group of national advertisers and their agencies here about the cost and effect of personal sales compared with tv advertising as a sales force.

The crux of the sales manager's problem, said Mr. Barrett, is the lag in distribution efficiency in the past decade. He said that production efficiency since 1940 has increased by 64% while distribution efficiency has increased by 22%. On top of this, he said, cost per sales call in the consumer field has increased 61% between 1945 and 1955, and in the industrial field has increased 52% between 1953 and 1958.

■ Added to this, he went on, has been a tightening of the supply of good sales people. In 1939 there was one sales person for every 39 people in the population, while in 1956 there was only one for every 85 people, he said. And at the retail level, such sales people as there are often are apathetic, he added.

The modern day salesman, Mr. Barrett argued, is tv advertising, because of the medium's unique capacity to demonstrate by sight and sound to tremendous audiences.

He cited a survey by Market Planning Corp. in which 3,100 dealers in appliances, new cars, gas, groceries and drugs were asked, "Which type of advertising placed by the manufacturer helps you most in selling advertised brands to your customers?" He noted these replies: 63% said tv, 23% said newspapers, 5% said radio, 4% said magazines, 3% said outdoor advertising, and 2% said Sunday supplements.

■ He also cited the following as evidence that tv advertising is now playing a major role in distribution:

• "Anheuser-Busch and Colgate-Palmolive are revamping their sales territories to match tv signal areas.

• "Super-Anahist, second ranking antihistamine, with true national distribution, has no national sales force. Lewis-Howe, manufacturer of Tums, also uses national advertising in lieu of a sales force.

• "Bristol-Myers' tv budget is an estimated three times larger than its sales budget.

• "Adell Chemical (Lestoil) first uses tv to open a new market; next (and as a result) their salesmen make 'courtesy calls' on supermarkets and get immediate distribution." #

Grant Names H. T. McCann Jr.

Hugh Thomas McCann Jr. has joined Grant Advertising, San Francisco, as account group coordinator on the First Western Bank account and a member of the agency's plans board. Mr. McCann formerly was assistant to the advertising manager of the Bank of America in San Francisco.

'Sport-Saga' Boosts Rates

Macfadden Publications has set new rates and guarantee for its Sport-Saga men's group. Effective with the March, 1960 issues, ad rate base will go from $3,490 to $3,777 per b&w page. Circulation guarantee will be increased from 1,400,000 to 1,500,000.

GIMME THAT—*Farm House Frozen Pies implores consumers to be patient until it can get a new product, chocolate cream pie, on dealer shelves. The company used this page in the magazine sections of the New York News and Times. Smith/Greenland is the agency.*

'Daily News' Newscasts to Adopt New Style, Format

A new format and style of newscasts using 58 spots per week on WIND, WBBM and WMAQ will be introduced Oct. 18 by the *Chicago Daily News* as part of its home delivery circulation campaign. *Daily News* newscasts on WIND, long a part of the *Daily News'* promotion program, are being discontinued to permit the adoption of this new saturation scheduling.

Replacing the *News* on WIND's 166 five-minute weekly newscasts will be Chicago Seven-Up Bottling Co.; Clark Oil & Refining Co.; Thomas Leeming & Co.; Merit Chevrolet; McLaughlin's Manor House Coffee; Pepsi-Cola General Bottler's; R. J. Reynolds Tobacco Co.; Turtle Wax; United Air Lines; Sidney Wanzer & Sons and Ward Baking Co.

McGraw-Hill Boosts Bittel

McGraw-Hill Publishing Co. has named Lester R. Bittel as chief editor of *Factory*, succeeding Matthew J. Murphy, who has resigned to start a management consulting company, Smyth & Murphy Associates.

'Catholic Digest' Names Rep

Catholic Digest has appointed McClanahan & Co., 295 Madison Ave., New York, as its advertising representative.

TRAVEL COSTS YOU NOTHING WHEN AN APR MAN DOES IT FOR YOU!

Association of Publisher's Representatives
70 East 45th St.
New York 17, N.Y.
85 MEMBERS

APR

The Boston Globe puts the world at your fingertips

Morning
Evening
Sunday

No other paper in Boston hits home like The Globe

It's a fact! The Globe has the largest home delivery of any other Boston newspaper. Mothers read it! Fathers read it! Children read it! Older people read it! Mornings, evenings and Sundays, The Globe reaches the most people in the rich New England market. Little or no self-duplication either (the morning and evening editions are substantially the same). Its high circulation is based on solid readership, not on contests. What's more, The Globe is the unchallenged leader of New England in ROP color. To sell Boston, buy The Globe.

Versatile Adman ... Fred Crawshaw

Flying and advertising mix well for Fred S. Crawshaw, widely known in San Francisco advertising circles and a veteran of 11 years as an account supervisor at Young & Rubicam.

Y&R—*Mr. Crawshaw at his desk.*

Mr. Crawshaw is one of the few admen who rate a salute as a captain in the USNR-R. He is commanding officer and director of the Naval Reserve officers' school 12-8, at Alameda, a command he has held for the past year and one-half.

■ During his agency working hours, in addition to his San Francisco accounts, Crawshaw is a member of the New York Y&R product group on the American Airlines account.

But during his military hours, he commands more than 170 officers from every branch of the Navy—submarine, aviation, intelligence, ordnance, etc. As director of the school, Capt. Crawshaw spends every Monday evening for 48 weeks of the year at the Alameda naval air station.

■ Under his direction he has 10 instructors and an administrative staff of 10. As a collateral duty, he serves as chairman of the 12th naval district commandants' committee on naval reserve public relations.

Capt. Crawshaw is a qualified naval aviator, with a wartime specialty of instrument flying and instrument approaches.

During World War II, Mr. Crawshaw racked up four and one-half years of active duty, primarily in the Aleutian theater. He served on the staff of three admirals as air officer, flight officer and operations officer, with much of his time in the air doing patrol work, transport, air sea rescue and squadron training. #

FOUR STRIPER—*Capt. Crawshaw runs a Link trainer (left) and speaks to Navy reserve officers.*

'Evening Day' Names Colby

Bernard L. Colby has been appointed general manager and treasurer of *Evening Day*, New London, Conn., succeeding Orvin G. Andrews, general manager, exec vp and treasurer. Mr. Andrews retires Oct. 2 after 45 years of service. Charles R. Sortor has been elected vp.

Woolf Offers How-To Book

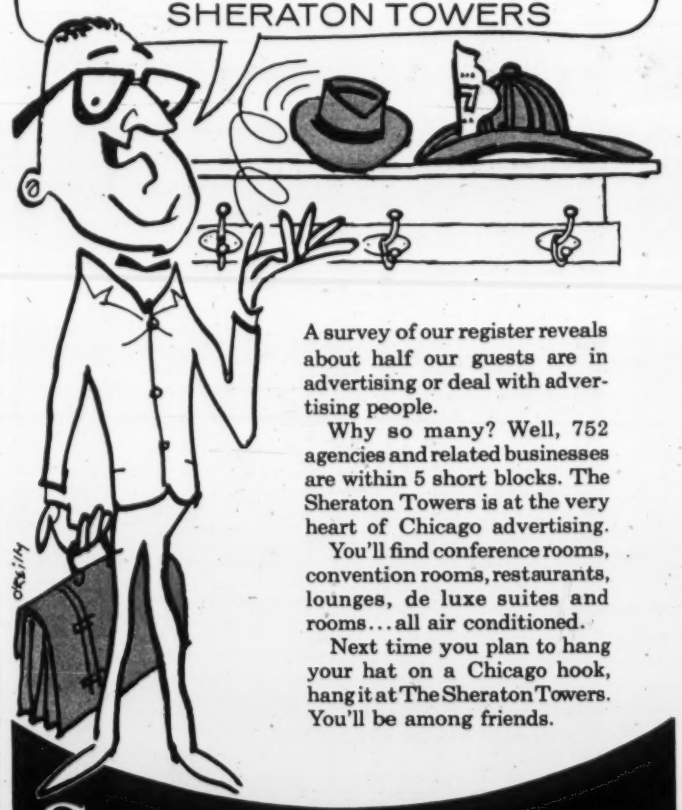
Len Woolf Co., Los Angeles, has published a booklet, "Ten Ways to Make Your Advertising Pay Dividends," designed to aid advertisers. Advertisers may obtain a free copy by writing on company stationery to the agency, 2252 W. Beverly Blvd., Los Angeles 57.

Morse Joins Colle & McVoy

Arnold Morse has joined Colle & McVoy, Minneapolis, as a copy supervisor. Mr. Morse was formerly copy chief at Kerker-Peterson.

THE
313,999 RESIDENTS
WITH
A SPENDABLE
INCOME OF
$588,989,000
IN
LANSING
MICHIGAN'S
VAST, NEW
MARKET AREA
WILL
SEE ... HEAR ... AND
BUY
WHAT
YOU HAVE TO SELL ...
ON
WILS
WILX TV
REPRESENTED BY
VERNARD, RINTOUL
& M'CONNELL

IN CHICAGO, "VISITING FIREMEN" AND AD MEN IN-THE-KNOW HANG THEIR HATS AT THE SHERATON TOWERS



A survey of our register reveals about half our guests are in advertising or deal with advertising people.

Why so many? Well, 752 agencies and related businesses are within 5 short blocks. The Sheraton Towers is at the very heart of Chicago advertising.

You'll find conference rooms, convention rooms, restaurants, lounges, de luxe suites and rooms ... all air conditioned.

Next time you plan to hang your hat on a Chicago hook, hang it at The Sheraton Towers. You'll be among friends.

SHERATON TOWERS

505 N. MICHIGAN AVE., CHICAGO 11, ILL. • WHitehall 4-4100
Michael T. McGarry, General Manager • Home of The Chicago Press Club

Gaylord Hearin Papert Jennings

HOWDY—*Getting acquainted at the Southern Newspaper Publishers Assn. convention this year were Edward L. Gaylord, Oklahoma City Oklahoman and Times; W. J. Hearin Jr., Mobile Press and Register; S. W. Papert Jr., Texas Daily Press League, and J. L. Jennings, Examiner and Enterprise, Bartlesville, Okla.*

SNPA to Ask ABC to Alter Bulk Sale Rule

(Continued from Page 2)

with other services included in rates—be considered paid circulation in ABC reports, not as bulk sales. Present ABC rules regard such circulation as bulk sales.

■ Advertising linage in southern newspapers has increased in newspapers whose ad rates have been boosted in the past year, it was disclosed at a meeting of newspapers with circulations of 50,000 or more.

About half of the newspapers in the 50,000-and-over class said they had increased rates this past year. Of these dailies, 60% said ad linage since has increased; 20% reported linage about the same as last year, while 20% indicated linage had dropped.

Of the newspapers that boosted ad rates, 30% said rates were increased from 1% to 5%; 35% said rates went up from 6% to 9%, and 35% of the dailies boosted rates from 10% to 12%.

■ Hugh B. Patterson Jr., publisher of the *Arkansas Gazette*, Little Rock (*see story on Page 121*), was elected president of SNPA, succeeding Charles P. Manship Jr., publisher of the *Baton Rouge State-Times* and *Morning Advocate*, who moved up to board chairman.

Ben Hale Golden, *Chattanooga Times*, was elected treasurer, succeeding Mr. Patterson, and Tom Tanner was reappointed secretary-manager. Newly elected directors are Robert Millar, *Jacksonville Times-Union*; J. W. Mann, *Lexington Herald-Leader*; Walter E. Hussman, *Hot Springs Sentinel-Record* and *New Era*; J. Kelly Sisk, *News* and *Piedmont*, Greenville, S. C., and Lyell B. Clay, *Daily Mail*, Charleston, W. Va. #

Hazard Shuffles Execs; Mordwin Is New President

(Continued from Page 1)

urer and veteran of 17 years with Hazard, is retiring. John Lucas, vp and secretary, will take over the treasurer's post.

■ Richard LaBarre, account executive and veteran of 14 years with the agency, has been appointed a vp.

These changes were announced by Mr. Peck, who commented: "Our aim is continually to improve and augment our service to our clients. We feel that the combination of young management talent and seasoned experience will serve that aim." #

Justice Department Seeks to Flatten Blatz-Pabst Tie

(Continued from Page 2)

said, Blatz led in 1957 with 12.1% of beer sales, while Pabst accounted for another 11.1%. Their combined share of the market, about 24% of total 1957 sales, was approximately double the market share of the second largest seller during the year.

In the three-state area, combined sales of the two amounted to 11% of total 1957 sales, the complaint reported, and was exceeded by only one other brewing company in that area.

■ The department said beer production has increased from 43,000,000 bbls. to 85,000,000, but the number of breweries has dropped from 750 to 252, with the 25 top breweries accounting for 69% of total sales.

Acting Anti-Trust Chief Robert A. Bicks commented that the Blatz-Pabst merger, viewed in the context of an accelerating trend toward concentration in the industry, presents the type of situation which Congress was concerned with when the anti-merger laws were strengthened in 1950.

■ "This suit continues our efforts to prohibit further concentration of the brewing industry," he said. "Equally important, it seeks to safeguard smaller, independent brewers in the Midwest against undue competitive disadvantage."

The complaint names as defendant Pabst Brewing Co., Schenley Industries Inc., and Val Corp. Blatz, a wholly-owned subsidiary of Schenley, changed its name to Val Corp. after transferring its assets and business to Pabst. #

4-Color Enters N. Y. Newspaper Scene—in 6 Fairchild Papers

NEW YORK, Oct. 1—Fairchild Publications today announced that it will accept four-color advertising, effective in mid-October, in six of its publications—*Daily News Record, Electronic News, Footwear News, Home Furnishings Daily, Supermarket News*, and *Women's Wear Daily*.

This will mark the first use of four-color printing by any consumer or business newspaper published in New York City, the company said.

■ The result of the first test run of equipment especially installed by Fairchild appears as a center spread in today's issue of *Women's Wear Daily*.

Premium for four-color will will be $1,100 a page—$500 for the first color and $300 for second and third colors. A four-color spread will be $1,800. #

Last Minute News Flashes

Rambler '60 Sales Target Set at 500,000 Cars

DETROIT, Oct. 2—American Motors Corp. will break advertising in 2,700 daily and weekly newspapers Oct. 13 for the Rambler, and is aiming at unit sales of 500,000 for the '60 model year. Central ad theme will be: "The new standard of basic excellence." Geyer, Morey, Madden & Ballard is the agency.

Supple Named Shulton Ad Director

NEW YORK, Oct. 2—Gilbert J. Supple has been appointed advertising director of Shulton Inc., New York, succeeding Walter P. Lantz, who has been named director of market research. Mr. Supple was formerly creative and television director at Richard K. Manoff Inc.

Arndt, Preston Affiliates with European Network

PHILADELPHIA, Oct. 2—Arndt, Preston, Chapin, Lamb & Keen has become associated with OPE (Organisation Publicite Europeen), agency network with offices representing nine European countries. The Arndt agency will be the only U. S. member.

Union Carbide Promotes Dynel; Other Late News

• **Union Carbide Corp.'s** textile fibers division will launch a new campaign for Dynel Fiber, used in the fabric of men's woolen suits to help them hold their press. The initial ad will break in the *New York Times* Oct. 8, followed by ads in four independent Sunday supplements —*Atlanta Journal & Constitution, Charleston Gazette & Mail, Louisville Courier-Journal* and *Nashville Tennessean*—and in *Look, The Saturday Evening Post* and *This Week Magazine*. The campaign will feature suits by Botany 500, Gort McLeed and House of Worsted-Tex, subsidiaries of H. Daroff & Sons, and will be supported by the latter company with cooperative newspaper advertising at the retail level. Anderson & Cairns is the agency for Dynel.

• **CBS-TV's new discount structure,** at AA's press time, was under study by agencies seeking to determine its effect on their clients' budgets. Initial agency reaction: Adjusting prices for various night periods in line with varying sets-in-use is good, but it was done clumsily. The most important changes, as outlined by vp William H. Hylan: (1) Maximum allowable discounts were decreased somewhat for 9-10:30 p.m., current N. Y. time, and slightly for 10:30 to 11; they were increased for 6 to 8:30 and unchanged for 8:30-9; (2) summertime was more attractively priced through expanded continuity discounts for the 13-week summer season to encourage warm weather campaigns as well as year around use of tv. Changes will be effective about April 1, '60.

• **Jell-O division** of General Foods, White Plains, N. Y., has begun a 26-week test in morning radio using paired minutes. The schedule calls for two one-minute spots separated by three minutes of music, news or other programming. The paired commercials, which include menu suggestions for Swans Down, Minute Rice, Log Cabin and Jell-O, are being run in Akron, Canton and Youngstown, O., and Binghamton, Syracuse and Utica, N. Y. Agency for these Jell-O division products is Young & Rubicam.

• **Fred Tobey,** account executive at Grant Advertising, has resigned to join Doner & Peck, New York, as executive art director, responsible for creative supervision of accounts.

• **Fairbanks, Morse & Co.,** Chicago, which moved from Donahue & Coe to Henri, Hurst & McDonald earlier this year (AA, Jan. 19), will switch to Reach, McClinton & Pershall, Chicago, effective Dec. 1. Arthur L. Decker, senior vp of Henri, Hurst, who has supervised the $275,000 Fairbanks, Morse account at three different agencies over the past 30 years, will remain with Henri, Hurst.

• **Donald M. Smith,** formerly vp and account supervisor at Kenyon & Eckhardt, has joined Donahue & Coe, New York, as a vp and special assistant to Don E. West, president. The agency has also added Richard H. Pell as an account executive in its industrial division. Mr. Pell formerly was in the ad department of Union Carbide Plastics Co.

• **The Milwaukee Journal** has promoted three of its top executives; Donald B. Abert, vp and business manager, has been named to the new post of general manager; Robert K. Drew, vp and advertising manager, becomes business manager; Harold E. Daniels, advertising sales manager since '55, becomes ad manager, succeeding Mr. Drew.

• **A Nov. 27 deadline** for retail and wholesale grocers in the Chicago area to enter a $3,000,000 anti-trust suit against General Foods Corp., Hunt Foods and Morton Salt Co. was set this week by Judge William J. Campbell in U.S. district court, Chicago. Plaintiff grocers also were given 60 days to file a brief on the liability issue in the case.

• **Thomas E. Flanagan,** formerly all-media buyer at Grey Advertising Agency, has been appointed media director of Riedl & Freede, New York, and Clifton, N. J., agency.

• **Paul Smith,** vice-chairman of the board of directors and chairman of the plans board of Fletcher Richards, Calkins & Holden, New York, has assumed over-all supervision and direction of all the agency's creative activities.

• **Bradley M. Wyatt** will move from Marsteller, Rickard, Gebhardt & Reed to Needham, Louis & Brorby, Chicago, on Oct. 19. Mr. Wyatt will be account exec on the State Farm Mutual account; Russ Buck, present account exec on State Farm, will take the same position on the Lever Bros. Fluffy All account.

• **John Morrell & Co.,** the U. S.' fourth largest meat packing company, has acquired Illinois Meat Co., marketer of Broadcast canned meat products. W. W. McCallum, Morrell president, told ADVERTISING AGE that Arthur Meyerhoff & Co., agency for Illinois Meat, will continue to handle the account. John W. Shaw Advertising is Morrell's agency.

• **Fred A. Mudgett,** director of advertising of Hertz Corp., has been named chairman of Hertz System's national advertising and franchise committee. He succeeds Joseph J. Stedem, senior vp, who has retired from the company but who will remain a committee member. The 11-man committee is composed of five Hertz executives and six licensee Hertz representatives.

• **Regan Industries,** Burlingame, Cal., electronics manufacturer, has appointed Compton Advertising, San Francisco, to handle its advertising.

Multi-Media Push for Buick Follows Caravan Preview

(Continued from Page 1)

Oct. 8. In addition, Buick will sponsor four 90-minute dramas on CBS—the "Buick Electra Playhouse"—all featuring Ernest Hemingway adaptations.

The preview opened in Detroit for a two-day stay at Olympia Stadium Aug. 27. Additional two-day stands were at Chicago Stadium (Sept. 2-4), San Francisco's Cow Palace (Sept. 10-12), the Los Angeles Sports Arena (Sept. 18-19) and a one-day visit to Dallas, before the New York appearance.

Here, 42,000 letters of invitation were sent out to Buick prospects, and 16,800 showed up for the six performances—a 40% turnout which was some 6% below the national average. In the first four tour cities, more than 215,000 prospects were invited, and close to 100,000 turned out to see this Broadway-talent industrial-musical show.

■ More important than the applause engendered, one dealer gleefully reported today that he sold a Buick Electra 225 used in the show (it's the highest-price model) right off the floor to a prospect he had invited.

Prospect lists are gathered by individual dealers and turned over to regional managers, who address personal letters to the list.

Essentially, the show is similar to the Buick introduction to dealers (the first New York showing actually was for dealers only), except that it does not contain the usual dealer pep talks. And at the dealer shows, the auto men can come down to the floor for a close inspection of the car—something which prospects will have to visit a showroom to do.

■ The cost of this extravaganza —choreographed by Jim Starbuck and featuring a 26-piece orchestra—has run approximately $500,000 for each of the two years it has been in existence. But Buick figures "Ballet on Wheels" is well worth $500,000 because of the selling head start it provides. Another important plus is the fact in all 63 performances this year—for dealers as well as prospects—the new Buick was shown in action rather than as the usual stationary display.

Credit for this approach to new Buick introductions and pre-selling goes to Frank A. Armstrong, president of Sales Communications Inc., an affiliate of McCann-Erickson, the Buick agency. SCI produced the show, with Mr. Armstrong working with Richard B. Cogswell, director of the merchandising department for the Buick division.

■ There is no doubt that Buick can use some strong hypo as it moves into 1960 hoping to combat a sales slide which has seen it go from the No. 3 car in 1955, when it had 10.29% of the car market, to the No. 7 spot today, with 4.26% of the new car registrations (a drop of 1.49% below 1958). #

Graham to Rejoin McCann

Hal Graham, formerly a program executive at CBS-TV in Hollywood, will rejoin McCann-Erickson, New York, on Nov. 1, as a director of tv account services. William A. Wylie has been promoted from associate director of tv client services to a director of tv account services at McCann.

AM Radio Industry Income: '57-'58

Advertising Age Compilation from FCC Reports

(000 omitted)

	7 Networks		O&O Stations		Other Stations		All	
	1958	1957	1958[1]	1957[2]	1958[1]	1957[2]	1958	1957
Time Sales								
Network	$33,438	$36,551	$ 1,714	$ 1,724	$ 11,367	$ 13,385	$ 46,519	$ 51,660
Nat'l. & Regional Spot	—	—	22,263	23,033	149,676	146,478	171,939	169,511
Local	—	—	11,451	11,332	311,756	305,161	323,207	316,493
Total Time Sales	33,438	36,551	35,428	36,089	472,799	465,024	541,665	537,664
Less: Commissions	6,444	6,913	6,957	7,097	46,219	47,260	59,620	61,270
Net Time Sales	26,994	29,638	28,471	28,992	426,580	417,764	482,045	476,394
Revenue From Talent, Etc.	11,073	12,830	2,820	2,035	24,659	24,653	38,552	39,518
Total Broadcast Revenue	38,067	42,468	31,291	31,027	451,239	442,417	520,597	515,912
Total Broadcast Expense	47,374	50,980	25,615	22,579	409,618	387,295	482,607	460,854
Broadcast Income (or loss) Before Taxes	(9,307)	(8,512)	5,676	8,448	41,621	55,122	37,990	55,058

[1] 1958: 23 Stations — 1958: 3,174 Stations
[2] 1957: 21 Stations — 1957: 3,076 Stations

Radio's Revenues Hit $241,000,000 in 1958, FCC Says

(Continued from Page 1)

am stations, including the 23 network owned and operated stations, received $13,000,000 from sale of time for network programs, $171,900,000 from national and regional spot and $320,300,000 from local advertisers.

■ The stations paid a total of $53,200,000 in commissions to agencies and reps, while the networks paid $6,400,000 in commissions.

A year earlier, 3,097 stations, including the 23 owned and operated network stations, received $15,100,000 from sale of time for network programs, $169,100,000 from national and regional spot and $312,900,000 from local advertisers. Commissions paid by 3,097 stations in 1957 were $54,400,000, while networks paid $6,900,000 in commissions on time purchased for network programs.

With broadcast expenses up 4.9%, FCC reported profits of the radio industry dropped 31.7% to $37,300,000. Network loss from network operations increased only slightly, from $8,500,000 in 1957 to $9,300,000 in 1958.

But a dip in earnings from owned and operated stations left networks with a loss of $3,600,000, compared with a "break even" result for 1957. The remainder of the industry also showed reduced earnings, down from $55,100,000 in 1957 to $41,600,000.

■ Last month, FCC reported combined earnings of the radio-tv broadcasters at $209,200,000, up 2.5% from 1957. In contrast with radio, tv profits for the year had increased by 7.4%, to a total of $171,900,000.

Revenues from radio network sales and from national and regional spot continued to go largely to the 1,194 stations located inside standard metropolitan areas, while more than 2,000 stations located in smaller communities depended chiefly on local advertisers.

Of the $13,000,000 of revenues to stations from network time, $10,300,000 went to stations in the standard metropolitan areas. Similarly, the metropolitan area stations received $148,200,000 of the $171,900,000 from national and regional spot.

On the other hand, metropolitan area stations generated only $195,900,000 of the $320,300,000 of revenue from local advertising.

■ Once again the FCC figures showed that about a third of the am stations report unprofitable operations. However, of the 1,013 "unprofitable" stations, 846 lost less than $25,000, and may have been "profitable" after considering salaries and other benefits to the owners. Only two stations quit during the year, while 131 new ones were started.

Of 2,053 "profitable" stations, 1,608 reported profits of $25,000 or less, and another 237 earned $25,000 to $50,000. Only 26 stations acknowledged profits of $250,000 to $500,000 and 20 reported they earned over $500,000.

FCC's figures show that roughly half the am stations are in one-station markets. The percentage of unprofitable stations in markets of less than 50,000 persons was no higher than the over-all national average.

FCC's figures showed 533 fm stations received $4,000,000 from time sales in 1958, compared with $3,100,000 by 499 fm stations in 1957. #

F&S&R Names Worcester

Philip L. Worcester, formerly director of tv, radio and films in the Cleveland office of Fuller & Smith & Ross, has been transferred to the agency's New York office as tv commercials production supervisor on Aluminum Co. of America. A successor to Mr. Worcester in the Cleveland office has not as yet been named.

U.S. Opposes Total Ban on Weapon Ads, Defense Official Says

(Continued from Page 2)

straight facts."

In his address, Mr. Snyder, who is assistant secretary for public information, emphasized that the department will continue to oppose a recent congressional proposal which would prohibit any advertising which mentions defense weapons.

■ Rephrasing the position which has already been publicly stated by Defense Secretary Neil McElroy (AA, Aug. 17), he said the department recognizes that the part played by many firms in developing a weapon is often obscure, particularly if it is a weapon involving thousands of parts.

"We believe the successful builders of defense weapons are entitled to point with some reasonable measure of pride to their accomplishments," he declared.

He noted that the advertising problem had been a matter of public discussion as a result of recent House armed services subcommittee investigations into "the judgment used in certain defense contract advertisements."

From time to time, he said, there have been instances of exaggerated or premature claims for weapons systems, "or, as the congressmen noted, other examples of the promotion department getting out ahead of the production department."

■ This certainly has not been a common practice, he commented, but it led recently to a suggestion by Rep. F. Edward Hebert (D., La.) that Congress might bar all advertising about defense products on the basis that the government is the only customer these companies have for missiles and combat planes.

He noted that the Defense Department opposes any outright ban on advertising by defense contractors. #

DETROIT IRONS—*Chrysler division is running a series of pre-announcement teaser ads like these in newspapers giving excerpts from its dictionary of Detroitese. A Detroit iron is any American car. Roller skate is a small sports car. The carburetor is known as the pot. Young & Rubicam is the agency (last week AA incorrectly identified Cunningham & Walsh as Chrysler division's agency).*

Court Bars Sale of Colgate's Genie in West Pending Appeal

SAN FRANCISCO, Sept. 29—A federal court decision today confirmed the barring of Colgate-Palmolive Co.'s Genie detergent from western markets.

Federal Judge Willis E. Ritter today denied a request by attorneys for Colgate that the company be allowed to continue the sale of Genie until the U. S. court of appeals heard an appeal on an injunction prohibiting such distribution because the name infringed on Jeanie, another all-purpose detergent made by the Jay S. Conley Co. of Mountain View (AA, Aug. 21).

The injunction covers the 14 western states where Jeanie is marketed.

■ "The appellate court," Judge Ritter ruled today, "might take as long as two years to decide the case. So what good would an injunction do . . . That's precisely why the court stopped the infringement."

As a consolation to Colgate, Judge Ritter decided that the company would not have to pay Conley damages for the infringement inasmuch as Colgate had displayed "no bad faith."

Judge Ritter also ruled that retailers who had laid in supplies of Genie prior to Aug. 26, the date of the injunction, could sell the product without worrying about lawsuits from Conley. #

Hollingbery Shifts Offices

George P. Hollingbery Co., broadcasting station representative, has moved to new offices at 110 Bush St., San Francisco.

Masland Pays for Presentations; Defers Selection of Agency

(Continued from Page 1)

pay each agency as compensation for preparing a full-scale marketing plan for the company (AA, April 27).

The delayed decision, however, was unexpected, since the final presentations were made some time ago—on Sept. 8 and 9. In explaining the delay, Gerald C. Denebrink, sales vp, told ADVERTISING AGE: "While all the presentations were very good, and there were parts of each program that we liked, no one program in itself seemed the right answer. . . The agencies have done quite a bit of research and have turned over to us a tremendous amount of material, and it will take us some time to study all of it."

■ A decision may be forthcoming in a month, he said. In answer to a question, he said there was "not too much chance of a dark horse coming in and winning at this stage." #

'Am. Restaurant' Stays ABC; Will Go Semi-Monthly in '60

Following the announcement of another leading publication in its field that it would drop its ABC membership and join BPA, increasing its circulation gradually to 60,000, *American Restaurant* has advised advertisers that it will retain its paid circulation policy and its membership in ABC.

Beginning in January the magazine will increase its frequency from monthly to semi-monthly publication, featuring news developments much more strongly than heretofore.

Miller Banks Crespi Anderson Bromer Wulfeck Jackson Shores Benesch Coulson

AT ARF MEET—*The fifth annual conference of the Advertising Research Foundation brought together J. T. Miller, Meredith Publishing Co.; Seymour Banks, research vp, Leo Burnett Co.; Irving Crespi, Gallup & Robinson; Teddy Anderson and Dick Bromer, Batten, Barton, Durstine & Osborn; Wallace H. (Pop) Wulfeck, William Esty Co., who holds citation presented him "for distinguished service and conspicuous leadership" as director of ARF from 1952 to 1958 and chairman from 1956 to 1958; S. D. Shores, Procter & Gamble, with staffers of P&G agencies: Babette Jackson, Dancer-Fitzgerald-Sample; Charles Benesch, Young & Rubicam; J. L. Coulson, Leo Burnett Co. (story on Page 96).*

Ads in Dailies 'Nag' at Lonely Shopper: Hobbs

(Continued from Page 3)

I want us to like our readers more than we do. A housewife in a supermarket is a lonely girl; there's no friendly grocer at her elbow to help her. She's strictly on her own, unless you've convinced her ahead of time—again and again—that you're her friend. So why do we keep yelling at her and nagging her and talking down to her and boring her? What kind of friendliness is that?

"I want us to spend more time in newspapers building personality and making friends. We're too busy making a quick sale. Everybody has a big package and a big, overworked headline and a big price and a money-saving gimmick. It's hard to tell who is who and which is which. We're trying to win one-time customers rather than longtime friends. In spite of the fact that customers are so much easier to lose than friends.

■ "Shouldn't we spend more time in newspapers talking to people rather than shouting at them?" Mr. Hobbs continued. "Shouldn't we stop being lazy—writing all those expected ads because they're so much easier to write and so much easier to sell than unexpected ones? All those great big ads that are a helluva lot easier to come by than a whole flock of small ones that have to be more ingenious to command attention, just because they're small. Isn't that the reason why we're doing so many great big ads these days?

"What I'm suggesting is that your newspaper advertising can be more effective than it is now if it is more original. If it is fresher. If it is more distinctly yours. If it gives the reader real, genuine news about your product. If it gives the reader real, genuine help. If it has an unexpected quality so that it isn't taken for granted. If it flatters your reader and tries hard to be his friend.

■ "Of course, I'm not absolutely sure that any of these things is true. But as I look ahead to the overcrowded, over-competitive, over-advertising years ahead . . . as I watch the level of our newspaper audience inch up and up . . . as I realize that the customers we want most are the ones we're currently appealing to the least, this is the way I think we ought to go. And I sure as hell hope that we do."

■ Dr. E. L. Deckinger, vp and media director, Grey Advertising Agency, led off the session with a call for more creative techniques.

He warned of some "areas of abysmal ignorance" in the use of newspapers and cautioned that advertisers are not getting as much as they should out of ads because they are often too much influenced by "cliches" in media judgments.

"There are concepts in the use of media that are easy to sell to an advertiser, because they cater to conventional advertising wisdom, to what people tend to believe," said Mr. Deckinger. "All of us have heard that to develop a high quality image, the last thing in the world to use is newspapers.

■ "We all know that, don't we," he continued, "—that is, all of us except a few advertisers like Cadillac. Cadillac has been putting the lion's share of its ad dollars into newspapers for longer than the oldest of us here can remember. And which of you wouldn't trade the image of your product in your field, for Cadillac's in its field?"

Mr. Deckinger questioned whether most advertisers give the newspaper medium enough consideration, because of false assumptions and "conventional wisdom.

"When you put a certain number of dollars into advertising in newspapers, you get a certain amount of white space in return. The space is yours. You own it. Within the bounds of decency and propriety, you can say anything you want; you can run it in as many pieces as you want, and you can do almost anything with it."

Using slides, Mr. Deckinger cited some examples of unusually creative newspaper ads. These included l-shape ads, wrap-around ads and other unusual space units. He suggested that multiple small space ads in the same newspaper should be used more often by advertisers looking for different ways to use the medium.

■ "It's surprising to me that more advertisers have not used this print equivalent to radio and tv spots," he said. "Why do we usually think one ad in a publication is right? If broadcast advertisers find it advantageous to reach people frequently at one sitting—or at least at repeated sittings—why shouldn't print advertisers?

"How can you get more out of newspaper ads? You can look at each media problem as if you've never seen it before. Like it was a new media problem. Don't just yield it the conventional wisdom answer. That's the easy way, but not necessarily the right way. I think it's an indictment of the ad fraternity that so many newspaper ads are alike; that we can't find more different ones," Mr. Deckinger said.

■ Newspaper readers don't care whether their news comes from editorial or advertising columns, but they do insist that copy—either editorial or advertising—be of interest to the reader or his family, Carl J. Nelson, president of Carl J. Nelson Research Inc., told the seminar.

And even though they may not know it, editors and advertisers can stop the reader just about anywhere they choose to, as if they had a ring in the reader's nose, Mr. Nelson said.

"You can stop the reader wherever you please with bright headlines and attractive presentation," he said. "The peculiar thing about newspaper advertising is that it is considered news, and newspaper readers don't particularly care whether their news comes from the editorial columns or the ad columns. A new feature on a refrigerator is a lot more newsy than the fact that NATO will meet in summit session in mid-November.

"If your ads are newsy, you can't miss. However, your advertising headlines must also look important, or the reader might pass you by. And you can learn and borrow from the editor—he's had a lot of experience with the reader he talks to every day. And since the reader doesn't care much where he gets his news, he doesn't turn mental flip flops just because items of interest happen to have an advertising border around them," he said.

■ To Ed Zern, vp and copy director at Geyer, Morey, Madden & Ballard, the best place for an advertiser to tell a new story is, logically, the newspaper. The newspaper, at least from a copywriter's point of view, is a more personal medium, too, he said.

"When an advertiser has a story to tell that is really news—not just news of interest to the manufacturer, but news of importance to the consumer—then you have the ideal conditions under which a creative advertising man can get to work on an ad for newspapers.

"Of course there are times when an ad has to be written and there isn't any real news about the product, except that it's still on the market. But that doesn't happen very often—and sometimes the very fact that there's no news about the product may be newsworthy.

"More often, the news is there, buried somewhere in the product situation, and the advertising man is able to find it and define it and give meaning and importance to the reader."

■ Mr. Zern singled out newspaper ad campaigns for American Motors' Rambler, a Geyer client, as examples of effective use of newspapers in telling a news story about a product. He said that the newspaper's ability to deal immediately with immediate problems of the day "sets it apart" from all other print categories.

"One of the greatest advantages that daily newspapers offer, from my viewpoint as a copywriter, is localization," continued Mr. Zern. "Copywriters start out in life just like media directors or advertising managers or anybody else; we learn to communicate with individuals—with our mothers and fathers and sisters and brothers, and then with our playmates, and then our teachers—but almost always with one individual at a time.

"It is only when we get into some form of mass communication that we learn to communicate with large groups of people—in many cases without knowing much, or anything, about them. The better we learn this basic advertising skill—the personal touch—the more valuable we become as copywriters.

■ "The more you know about the people you're trying to communicate with, the easier it is to speak in a language you'll be sure they understand, and the easier it is to feel warm and friendly toward them, and to get some of that warmth and friendliness into the communication.

"And when I'm assigned to write an ad that will run in the *St. Louis Post-Dispatch* or the *Pittsburgh Gazette* or the *Washington Post* or *San Diego Union-Tribune*, I'm not writing to total strangers. At least I know where they live—and at least I can write to the consumer with some of the warmth and friendliness that we sometimes feel toward individuals but almost never toward clumps of anonymous and faceless statistics."

Story Schneider Fitzgerald

COLORFUL BEAUTY—*Howard Story Jr., exec vp, Story, Brooks & Finley, and chairman of the color awards committee of the American Assn. of Newspaper Representatives, and Francis B. Fitzgerald, vp, Ridder-Johns, and chairman, committee for selecting Miss Newspaper, AANR, present the title of Miss Newspaper to Dottie Schneider.*

The growing importance and effectiveness of r.o.p. color as a merchandising tool came under discussion during a panel session in which David G. Morse, associate media director of Fitzgerald Advertising Agency, presented case histories of successful users and ticked off seven major accomplishments of newspaper color.

Newspaper r.o.p. color, said Mr. Morse, (1) helps gain distribution, (2) creates favorable trade reaction, (3) has natural merchandising advantages, (4) gains quick acceptance for a new product or new package, (5) enhances brand image, (6) dominates the medium and (7) creates—in most cases—immediate results.

■ Howard Story, president of Story, Brooks & Finley and chairman of the postponed American Assn. of Newspaper Representatives color conference, traced the growth of r.o.p. color over the past eight years.

Mr. Story said that in 1958, 77.4% of all U.S. dailies offered r.o.p. color of some kind. These represented 46,000,000 circulation, he said. Over a three-year period through 1958, newspapers accepting black and one-color ads went from 644 to 800; newspapers accepting black and two colors went from 341 to 456; black with three colors, 256 to 373, he said.

Linage figures also are impressive, he said. According to Media Records, r.o.p. linage in 1958 was 122,000,000 lines, a gain of 162% over the preceding eight-year period. And in the seven-month period ending in July, 1959, he added, linage was up "roughly" 16,000,000 lines, a 24% gain over total linage in 1958. July alone was up 33% over July, 1958, he added.

■ Two other speakers in the seminar's session on r.o.p. color explained technical details and developments to the audience. Fred Brickner, assistant manager of the mechanical and service department, ANPA Research Institute, said the newspaper industry is working toward the development of standardized inks for r.o.p. color.

J. Harold Mintun, of the *Pittsburgh Press*, explained why optional dates are preferable in scheduling r.o.p. color advertising. Mr. Mintun said optional dates are necessary to allow for newspaper press capacity and for advertisers to secure more favorable color position in the newspaper (as well as for various technical reasons). #

20-Page Section in 'N.Y. Times' Boosts Falcon

(Continued from Page 1)

ever employed by one advertiser"—an Oct. 6 "Star Time" 90-minute spectacular on NBC; Oct. 7 on Ford's "Wagon Train" show on NBC; and Oct. 8 on the "Ford Show" (Tennessee Ernie Ford) on NBC.

In newspapers, Ford's top markets get a special 6,000-line four-unit insertion, which begins with a two-color announcement page faced by a half-page b&w unit and followed on the succeeding spread with two b&w facing half-page units. Also, single unit announcement ads, using two-colors where possible, are scheduled for more than 5,600 newspapers. A four-color spread will appear in Sunday supplements.

■ In magazines, Ford will break with "block-buster" ads—five-page color insertions—in *Life* and *The Saturday Evening Post*, plus a three-page, four-color unit in *Look*.

At present, magazine plans call for Ford advertising to be concentrated in six magazines, Thunderbird advertising in 15 class magazines and Falcon advertising in 12 mass and special interest magazines.

In outdoor, Ford will use a split run on 18,000 panels, with the Falcon appearing on one design, the Ford Galaxie on the second.

Four weeks of Falcon pre-announcement spots have run on weekend "Monitor" (NBC Radio), and Ford will use a spot saturation campaign on the top 50 markets.

Direct mail is important in the announcement plans, with an offer of the 1960 version of the 96-page Ford "Buyer's Digest" book of car facts to 9,000,000 prospects.

Ford is shooting to increase its share of market in 1960. Right now, it figures 1960 to be a 7,000,000-car year.

Ford's agency is J. Walter Thompson Co.

■ Because 1960 is likely to be a long-remembered year in the annals of automotive competition, Ford brought its 7,000 dealers into Detroit—the first such all-dealer meeting in 23 years.

The company wanted to be sure its dealer organization got the message of the importance of 1960, and the vista of the lush decade which it is supposed to usher in—a decade that begins with a $500 billion national economy and ought to hit $700 billion at its end.

The Ford dealer, according to J. O. Wright, vp and general manager of the Ford division, will be selling a line which—from Falcon to Thunderbird—covers 90% of the U.S. car market. The dealer thus moves out of the specialty store class into a department store arrangement.

The dealers were also told of the opportunities to cut fixed overhead costs per unit with additional volume, and in Mr. Wright's view the customer ought to benefit from a wider selection, better service, and better dollar value as fixed unit distribution costs are reduced. #

Beyer to Lennen & Newell

George Beyer Jr. has joined Lennen & Newell, New York, as a senior vp and management account supervisor on Cluett-Peabody. Onetime advertising manager of Cannon Mills, Mr. Beyer has spent the past five years with Lever Bros. as product manager and product group manager.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

PUBLISHER'S ASSISTANT on So. Mich. rural weekly, circ. 11,000. Experience in editing, reporting, and handling job printing orders desirable. Salary open. **Lapeer (Mich.) County Press.**

CREATIVE AGENCY OR FREE-LANCE ADVERTISING MAN, N. Y. area, electrical or home furnishing background, to launch new product, prepare sales literature, package design, etc. Unlimited potential.

Box 2945, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
480 E. Ohio St., Chicago, SU 7-2255

Advertising and Sales Promotion Assistant wanted by one of our clients in the metal fabrication field. 3 to 5 years experience in creative capacity and a basic knowledge of advertising production technique required. Send complete resume and salary requirements.
CONNOR ASSOCIATES, INC.
1460 East River Road
Aurora, Illinois

P.O.P. LITHO SALESMEN
Are you looking for a connection with a large Eastern lithographer who has quality and service know-how? Let's get together—we in turn are looking for an aggressive P.O.P. Litho Salesman in the N. Y. Metropolitan area. Send full resume to

Box 2975, ADVERTISING AGE
630 Third Ave., New York 17, New York

Estimator—Female—for media dept. of Chicago AAAA Agency. Experienced on costs of all types of media. Must be typist.

Box 2976, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

QUARTER brings all you need to start earning money. Pleasant sales work. **Aldrich, 919 So. Bonnie Brae Street, Los Angeles 6, California.**

EDITOR
Writer and editor for national technical magazine. Excellent growth opportunity in expanding organization.

Box 2978, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

MARKETING & RESEARCH MANAGER
Leading business paper publisher has outstanding opportunity for young man trained in Market Analysis, Advertising and Editorial Readership Survey Techniques with promotional flair and sales intuition.

Box 2979, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT
Leading supplier to the Graphic Arts industry has an opening for qualified young man 28-34, college degree, with varied advertising experience in either agency or industry. Must have basic printing background in production, media, with some creative flair. A challenging opportunity to the right individual. (Midwestern location) Growth potential unlimited. Send resume and salary requirements to:

Box 2977, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD AGENCY SEEKS COPYWRITER—a capable producer of high-caliber advertising for widely varied accounts. To the right person, we offer a real opportunity to advance rapidly from a starting salary of no less than $7,500 in an agency with an outstanding history of growth . . . in a community where better living is more than just a promise and costs a lot less. Send complete resume in confidence.

Box 2982, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ADVERTISING ASSISTANT
Leading farm equipment manufacturer has opening for bright, young advertising assistant. We offer pleasant working conditions, all benefits, unlimited advancement opportunity. We require young man to prepare sales literature intelligently, handle trade shows and fairs, create promotions for our dealer network. This job requires administrative ability as well as creative ability and is challenging because it is not routine. Located just outside New York area. Starting salary to $6500. Must have advertising experience on manufacturing level with background or knowledge of agricultural industry. Send resume and letter telling about yourself to:

Box 2980, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING AGENCY COPYWRITER
Baltimore 4-A Agency has real opportunity for a seasoned copywriter—who has agency experience, professional style, a successful record of creativity and productivity. Good starting salary and advancement potential. Our staff knows of this ad. Send resume with your letter to

Box 2981, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

GENERAL BUSINESS MAGAZINE has opening for experienced advertising salesman for Detroit office. Salary and bonus. Outline your background, business experience in letter.

Box 2983, ADVERTISING AGE
630 Third Ave., New York 17, New York

PREMIUM SALESMAN
Seeking premium salesman. Exclusive full-time basis. Experienced, with buyer contacts, good sales record. New York City area. Write giving full details.

Box 2999, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

AD COPY-PUBLICITY WRITER
Free-lance "whiz"! 25 yrs. wide exp. Top copy for ads, releases, etc. Hourly rate. **Bob Gale, 1353 Fargo, Chicago 26, Ill.**

UNUSUAL VERSATILITY IN ALL ASPECTS OF INDUSTRIAL ADVERTISING
Planning and Developing product and institutional advertising, exhibits, sales brochures, direct mail campaigns, publicity and presentations is my meat. Four years with top military electronics manufacturer plus previous agency and selling experience has given me an unusually broad capability at 32. Unlimited potential for either progressive eastern industry or agency.

Box 2987, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ONLY NEED COPY MAN PART-TIME?
A little too much work for your present crew? Getting ad degree in Feb. Expd print, coup, DM, hs org, etc. Pls write

Box 2988, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Turning "Mebbe" to "I must have" is my trade. Free lance writer: 10 years experience, agency and retail; writing for consumer and trade.

Box 2989, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES
Not afraid to Think—Work—Sell. Experienced . . . Mid 30's . . . Versatile.
Box 2990, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXP. FREE LANCE COPY/LAYOUT MA with complete Direct Mail facilities From copy to customer—catalogs, house organs, bulletins, brochures. Chicago area.

Box 2984, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

YOUNG CREATIVE ART DIRECTOR
Excel in layout and design. Experienced all phases production, national mag. and newsp. ads. Seek a good opportunity.

Box 2985, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ADVERTISING ASSISTANT
9 yrs. agency exp. heading prod. dept. plus rt. hand to principal in media, budgets, copy ideas, client contact. Seek oppty national firm's ad dept. NYC area. Young, coll. grad., married, pres. empl.

Box 2986, ADVERTISING AGE
630 Third Ave., New York 17, New York

TRAFFIC COORDINATOR WISHES TO ADVANCE TO TRAFFIC MANAGER.
(Print) 5 Years well rounded experience both traffic and production in large and medium size 4A agencies. Will present views as to establishing traffic system, or will accept present opening as Traffic Manager. Have ideas, will relocate. Married. 27 years young.

Box 2956, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER (employed). Available for free lance assignments. Indstl publicity, Ad copy, sls prom. mtl.

Box 2883, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ART DIRECTOR (PLUS) FOR SALE
• "Brilliant, modern, smart, truculent, fast, stupid, savvy, real pro, brash, thoughtful, inconsiderate, a whiz, great, lousy, deep, creep, sharp, talented"
• These adjectives supplied by some of the best ad men in the industry.

Box 2992, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEW YORK AREA
Resourceful, Diligent and experienced Sales Promotion Public Relations man of good bearing desires position with Drug or Food Company. Unusual references Proven ability.

Box 2993, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

PROFITABLE DIRECT MAIL SALES PRODUCER AND MANAGER

Offers 10 fruitful years of experience. Includes complete campaign plannings—copy thru list selections—scheduling and analysis, projection of results, testing, market research, and dept. supervision. Agency-Publisher B'ground. Creative man with visual and verbal imagination. Salary open. Resume. Write

Box 2996, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DIRECT MAIL EXECUTIVE
is seeking a position where 10 years experience in mktg. res., sales analys., list building, administration and production can be utilized. Will relocate.

Box 2994, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COPY THAT SELLS
from career-post-seeking writer, strong radio-tv, with more than agency experience. Getting my resume may be to your advantage.

Box 3000, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

ADVERTISING MANAGER CHICAGO AREA
Competitive Food Products Experience, Budgets, Media, Sales Promotion. Seeks new challenge. Age 32

Box 2991, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

NATIONAL ADVERTISERS WANTED . . . for Prestige Dep't. Store coordinated program—purpose greater sales vol. Write—**I. Mitchell Ames, 1261 Broadway, N.Y.C.**

Small ABC trade magazine serving basic field for sale to buyer who can give it personal sales attention required to make it profitable. **I. H. Goldberg, 110 South Dearborn Street, Chicago 3, Illinois.**

MISCELLANEOUS

NEW for DIRECT ADVERTISERS: Enjoy extra response to direct ads through P-sA copy pre-testing system. Write: **Price, 409 W. First St., Genoa, Ill.**

EXECUTIVE WITH L.A. TRANSFER! LARGE FAMILY PASADENA HOME!!! Best locale. 15 min. downtown, 25 min. Hollywood. Filtered, heated pool, patio, cabana. 3-car gar. 5 bdrms. 4 baths, serv. qrtrs., fireplaces 3 floors, forced air heat, electr. ktchn. Beautiful gardens. Covers 3 lots. $69,500, loan $20,000. Owner.

Box 27 R 247 ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

MR. AD EXECUTIVE
Looking for an account exec., ad manager, copy writer, media director or space salesman? Phone RA 6-6168.
★ **FRED JOHNSON**
Advertising Employment Consultant
of
DOROTHY DOCKSTADER CONSULTANTS
64 E. Lake, Chicago 1, Ill.
★ formerly with Crowell Collier

I'm in the mood to explore . . .

As Copy Director for the past 18 years (divided between only two New York 4A agencies of excellent repute) my print and radio-tv work are well known. Circumstances of an unusual nature move me to examine new possibilities. This mood is my own—not my current employer's. Have run the gamut: soft lines, hard goods, packaged foods, liquor, cigarettes, proprietary drugs, and industrial. Salary: $30,000. Will re-locate for the really exciting opportunity. If interested, write: Box 731, Advertising Age, 630 Third Avenue, New York 17, N.Y.

"DETROIT AGENCY NEEDS 3 KEY MEN"

Detroit advertising agency—billing over $1 million in consumer and industrial accounts in $50,000-$400,000 bracket. Must staff-up for growth. Immediate openings for agency-wise account executive and media director. Also creative layout artist. Send in confidence your resume, salary desired, and photo. Our staff knows of this ad.

Box 735, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

OPPORTUNITY IN CANADA FOR CREATIVE DIRECTOR

Well-known Canadian advertising agency handling large national accounts (including brands well known in U.S.) has opening for Creative Director. Qualifications—experience, imagination and sound ideas, as well as ability to direct the activities of Creative Department staff. Experience should cover TV, Radio and Print, and include work on packaged goods and promotions. Salary open. Write, giving age, experience and salary bracket to: **File 224, Birks, Langdon, McComiskey & MacLatchy, 85 Richmond Street West, Toronto, Ontario, Canada.**

Agency Opportunity for TV Writer-Producer

Growing Chicago 4A agency serving important clients has opening for right-hand man to the TV Director. Should have live and film commercial writing and producing experience on national or regional accounts. Excellent opportunity to grow with an expanding department. Bonus and profit-sharing plan. Your resume will be held in strict confidence and seen only by management.

Address Box 734
ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING

PHARMACEUTICAL INTERNATIONAL

Company growth has created an opening for an *experienced* advertising man who really knows how to write selling copy, spark practical ideas and follow through. As Assistant to the Advertising Manager, such a man will have challenging and responsible assignments and a genuine chance to grow. We require:

—previous ethical pharmaceutical advertising & selling experience;

—command of Spanish;

—age in the thirties.

Beginning salary—$10,000 plus benefits. Location—beautiful suburban Main Line Philadelphia, which offers all conveniences plus lower living costs. Only if you have the qualifications and *can prove it*, send us your resume. Trainees not wanted. New York or Philadelphia interviews can be arranged. Send data to Personnel Director—

WYETH
P.O. Box 8299
Philadelphia 1, Pa.

LOOKING? . . . . . THINKING?

Outstanding positions now available

($5,500 to $62,000 — Maine to California)

- Sr. and Jr. Account Executives
- Marketing & Merchandising
- Research
- Copy Writing
- Advertising Managers
- Marketing Executives
- Sales Promotion Managers
- Department Assistants
- Public Relations

Send Your Résumé for Confidential Handling

DRAKE PERSONNEL, INC.

29 East Madison Bldg. • Chicago 2, Ill. • Financial 6-8700

"...Why Didn't I Get That Job?"

• I had everything they wanted! I'm between 30 and 38 years of age . . . know advertising media like a book . . . have had experience in advertising agency or advertising department and *insurance advertising* . . . and, am able to direct and co-ordinate advertising programs for a nation-wide network of agents."

"I can present plans and ideas before a group . . . am willing to travel a bit to get the job done. Above all, I'm eager to advance in one of the nation's most progressive and expanding companies. What an opportunity—and I missed it!"

Don't let this happen to you. If you have these qualifications, send a resumé, noting salary requirements, and a recent snapshot to:

STATE FARM INSURANCE

G. Duane Tillinghast
Dir., Sales Promotion
State Farm Ins. Co's.
• • •
Bloomington, Illinois

copywriter

to join the copy staff of the advertising promotion department of a major national magazine published in the east. Understanding of media basics helpful, but more important is the ability to put one word after another to get an idea across—in a multi-page brochure, an ad, or a presentation. For the right person we believe we have a long and fruitful career opportunity. Send us a letter. Include your experience, salary range, and personal data such as age, marital status, etc. Interview in New York can be arranged. Box 737, Advertising Age, 630 Third Ave., New York 17, N. Y.

PUBLISHERS ASSISTANT

12 years' experience national business publications, management level; writing, sales promotion, production control & supervision.

Salary $12,000.

Box 741, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PART TIME COPYWRITER

This fully professional writer, creative supervisor and new business idea man would add much strength to a sound small agency.

Box 736, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Our 48th Year

COPY SUPERVISOR, package goods. Choice metropolitan area. to $22M
COPY SUPERVISOR, mostly consumer. Heavy plus benefits. Can be in late 20's, early 30's. $15M
MEDIA MGR., indust., some consumer desirable. to $12M+
TIME BUYER, big agency. $12M
MEDICAL COPYWRITER, medical agency. to $12M

GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

AD AGENCY SEEKS ART DIRECTOR

Alert young advertising agency billing around 2 million a year seeks gifted Art Director. Creative flair, top-flight imagination essential plus executive skill in handling four assistants. Must have at least several years agency experience. Give full details, age, experience, salary requirements, etc. Reply to Box 739, Advertising Age, 630 Third Avenue, New York 17, N. Y.

THIS IS THE MAN WE WANT

He's an experienced agency man now. He's in mid or late thirties, has an exceptionally pleasant personality and likes to mix with people. He knows seed, feed, fertilizer, livestock and farm and garden equipment. He's worked with all media and especially collateral sales organization material on these products. He can listen well to a client's conversation, spot the problems, come up with complete program solutions, and then knock out sparkling, homey, copy with a theme and words that ring familiar bells with the type of reader he's aiming at. Though he's an agricultural specialist, he's versatile enough to swing into other product advertising also. He and his family must be interested in living the good life of a small central Pennsylvania Dutch community. He must be happy in a small specialized Ad-PR agency. His own self-starting abilities and productivity and their results will be the only limiting factor to his advancement. If he's the man we're looking for, we'll pay his price. Send resume. Box 732, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

WANTED:

PLASTICS WRITER

We need a man who has a good general "feel" for the plastics industry—one who has some technical education or experience, if possible, in polyethylene, nylon and/or polypropylene. Obviously, he should also be able to write clearly and convincingly.

The man chosen will work in our Advertising Department, though he will have close ties with the Plastics Division. He will be responsible for planning and writing brochures, folders, data sheets and other informational material required in the selling of plastic resins. Since plastics sales are rapidly increasing, the job will be as big as the man who takes it.

Please send a full resume, photograph and salary requirement to:

DIRECTOR OF ADVERTISING
SPENCER CHEMICAL COMPANY
DWIGHT BUILDING
KANSAS CITY, MISSOURI

ARTIST

Major industrial corporation needs creative young man as principal artist in expanding ad department. Ability to produce clean roughs, layouts, mechanicals, comps, occasional finish essential. Good starting salary, excellent potential.

If you are willing to relocate in medium-sized Kentucky city, meet tight deadlines, accept rejects without a tantrum, and would like to work in a fascinating industry at a beginning salary in the $5-$6000 range, send a resume and one or two samples of line art to:

Box 740, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Printing, Advertising Specialty SALESMEN

Earn extra money taking orders for unique Christmas Cards, printed, name imprinted, addressed to your customers' mailing lists, stamped and airmailed from Nazareth in the Holy Land. Write for catalog.

Gensi Importers
10406 Manchester Rd., St. Louis 22, Mo.

SPACE SELLING PRO—AE

- Aggressive, guaranteed space builder.
- Excellent 25 year record in all media.
- Mature, competent-expert copy, layout, production.
- 7 years with present publisher—as top performer. Want tough, challenging offer on solid 5 figure arrangement.

Box 718, Advertising Age
630 Third Avenue, New York 17, N. Y.

FORMING NEW AD AGENCY

Chicago, in 60 days with two national accounts. Want partner with about $200,000 billing, man with drive I can work with on new business. My experience consumer goods. Reply in strict confidence. But don't delay. Time's important. Make your move now. Box 733, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

TECHBUILT

Customized quality
Contemporary homes
ROBIN HOOD — CHAPPAQUA
franchised builders in
Westchester & Putnam counties
N.Y.C. MU 2-4777
Chappaqua, N.Y. CH 1-2000

TO 4A AGENCIES NEEDING ACCOUNT EXECUTIVE FOR CHALLENGING SPOT

If you are a 4A agency looking for an A.E. who can handle the toughest problems and/or clients, lets talk. Am currently the Ad Manager for a Multi-million dollar advertiser marketing nationally distributed package goods. Firm widely known as a leader in one of the most competitive fields of consumer products. Am fully versed in all Print Media, Outdoor, Merchandising, Point-of-Sale and Sales Promotion. A seasoned 30. College Graduate. Married. Box 742, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

ASSISTANT TO THE BRAND MANAGER

Leading firm in national frozen food field in New York, New Jersey, wants experienced advertising, sales promotion and merchandising man who is strong on detail, follow-through and administration. Only men who relish a challenging position in the highly competitive frozen food industry. Excellent future. Box 730, Advertising Age, 630 Third Avenue, New York 17, New York.

How Would You Like to Write Copy Here?

We have a copywriting job open that offers an exceptional opportunity for the right man to perform a satisfying job in pleasant surroundings. Rodale Press, Inc. is located 2½ hours from New York by car in the pleasant town of Emmaus, Pa. We publish two magazines. **Prevention** and **Organic Gardening and Farming**, that have quadrupled in circulation and advertising within the past five years. Right now we need a writer of direct mail copy to help us catch up on promotion opportunities we are overlooking because of other work. The right man can become an active member of our management team. You will work in a brand new, air conditioned office located on a five acre garden plot. If you're interested, send resume right now to **Robert Rodale, Rodale Press, Emmaus, Pa.**

Publisher

Trade Magazine
Broad Responsibility

Knowledge advertising, editorial, circulation required. Good opportunity for advancement.

Box 738, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.

Adman in the News . . Hugh B. Patterson Jr.

HOT SPRINGS, ARK., Sept. 30—Hugh B. Patterson Jr., who describes his entry into the newspaper field as a "product of fate," is the new president of the Southern Newspaper Publishers Assn.

The youthful (44) but graying Mr. Patterson, who speaks softly without a trace of a southern accent—although he was born and reared in the deep South—joined the *Arkansas Gazette* in January, 1946, at the request of his father-in-law, J. N. Heiskell, president of the Gazette Publishing Co., publisher of the Little Rock newspaper.

H. B. Patterson Jr.

Mr. Heiskell originally had planned to turn the newspaper over to his son, Carrick Heiskell, but the youth was killed in India in World War II while flying with the U.S. Air Force. (Mr. Heiskell is distantly related to Andrew Heiskell, publisher of *Life*.)

Mr. Patterson came to the *Gazette* as national advertising manager. Early in 1948, he was named advertising director and assistant business manager, and later that year he was promoted to publisher—a job he has held for the past 11 years.

▪ It also was a "product of fate" when the *Gazette* and the city of Little Rock were catapulted into the world spotlight in 1957, when Gov. Orville Faubus ordered state troops to prevent the integration of Little Rock's Central High School.

The *Gazette* strongly opposed Gov. Faubus' actions and criticized him for disobeying the orders of the U.S. Supreme Court and U.S. district courts. For its stand on the integration issue and the Little Rock riots, the newspaper last year received two Pulitzer Prizes for outstanding journalism.

"I feel that the integration of Little Rock schools could have been accomplished with little trouble, just as the integration of schools in many southern cities," Mr. Patterson said. "The trouble occurred because Gov. Faubus made an issue of the thing and got people stirred up."

▪ The new SNPA president feels strongly that newspapers all over the U.S. have a responsibility to preserve freedom of the press, American ideals and the Bill of Rights. He expressed grave concern over newspapers which have fallen into the hands of corporate owners who do not live where their newspapers are published and are concerned more with profits than the welfare of the community.

He described integration as the "most challenging issue of our time." Newspapers in the South are divided on the issue, he said, but he praised "responsible southern newspapers for continuing to tell the truth to their readers."

Mr. Patterson is a man with no hobbies except his newspaper job, which he describes as "both his vocation and avocation." Outside of his job, he devotes much time to several metropolitan and city planning commissions in Little Rock and other civic enterprises.

Born in Cotton Plant, Miss., and reared in Pine Bluff, Ark., Mr. Patterson is married to the former Louise Heiskell. They have two sons, Carrick H., 14, and Ralph B., 10. #

Ad Academy Joins AFA

The American Academy of Advertising has become an associate affiliate of the Advertising Federation of America. It is the eleventh national advertising association to affiliate with AFA.

Epic Advertising Shifts Offices

Epic Advertising, Temple City, Cal., has moved to larger quarters at 5336 Barela Ave. The telephone, CUmberland 3-4583, remains the same.

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:
• Publicity • Subject Research
• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

RESUMES

100 one-page resumes **$25.00**
(including photograph)
(check with order)

Includes writing, editing and correction of spelling and grammar. Send glossy photo.

For help in how-to-write a good résumé, how to use it, what form to use, worksheets and price list, send $1.00 for our Résumé Kit. (Dollar refundable).

RESUME SERVICE, INC.
Box 13-C Bath, Ohio
Telephone: MOhawk 6-8457

Fast action FORMULA

Shake up a few choice words for a low-cost (min. $5) message in The Advertising Market Place . . . serve it in the next issue of Ad Age — and watch the action! Your message gets results because it's read by over 158,000 top marketing men with authority to make immediate decisions. Try it.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

Department Store Sales . . .

Sales Rise 7% in Week Ended Sept. 26

WASHINGTON, Oct. 1—Department store sales for the week ended Sept. 26 were 7% ahead of sales for the similar week of 1958, the Federal Reserve Board revealed today.

For the four weeks to that date, sales were 8% ahead and for the year to date 7% ahead.

■ All 12 FRB districts showed gains: Boston, 3%; New York, 8%; Philadelphia, 3%; Cleveland, 5%; Richmond, 2%; Atlanta, 9%; Chicago, 7%; St. Louis, 3%; Minneapolis, 13%; Kansas City, 5%; Dallas, 2%; San Francisco, 8%.

Detailed breakdown of these sales will be available next week. For the previous two weeks sales were as follows:

Federal Reserve District, Area, and City	% change from '58 Week ending Sept. 12*	Sept. 19
UNITED STATES	r— 8	+16
Boston District	—14	+18
Metropolitan Areas		
Boston	—16	+18
Downtown Boston	—20	+21
Suburban Boston	— 9	+14
Cambridge	—28	+ 3
Quincy	— 5	+ 3
Lowell	—17	+ 9
City		
Springfield	— 8	+31
New York District	—17	+20
Metropolitan Areas		
Buffalo	—22	+17
New York-N. E.		
Jersey	—16	+20
Newark	—24	+18
New York	r—20	+15
Rochester	r—16	+12
Syracuse	—25	+24
Philadelphia District	r—17	+15
Metropolitan Areas		
Wilmington	—16	+24
Trenton	—10	+19
Lancaster	r+14	+24
Philadelphia	—20	+15
Reading	+ 7	+ 4
Scranton	—19	+20
Wilkes-Barre—Hazleton	—25	+17
Cleveland District	—11	+20
Metropolitan Areas		
Lexington	— 5	+19
Akron	+ 4	+17
Canton	+ 3	+25
Cincinnati	—14	+18
Cleveland	—12	+27
Downtown Cleveland	—17	+30
Columbus	— 6	+25
Springfield	+12	+18
Youngstown	—11	+17
Erie	— 7	+26
Pittsburgh	—22	+15
Downtown Pittsburgh	—24	+13
Wheeling	—24	— 1
Richmond District	—15	+17
Metropolitan Areas		
Washington	r—13	+20
Downtown Washington	r—18	+ 9
Baltimore	—25	+ 8
Downtown Baltimore	—39	— 6
Richmond	—11	+18
Atlanta District	+ 4	r+14
Metropolitan Areas		
Birmingham	— 2	+ 8
Mobile	0	+ 8
Miami	+16	+11
Atlanta	r+ 6	+19
Augusta	+ 5	+37
Columbus	— 5	+10
New Orleans	— 3	+12
Knoxville	r+ 9	**
Cities		
Central Atlanta	r— 8	0
Miami-Downtown	+ 9	+11
Chicago District	—10	+17
Metropolitan Areas		
Chicago	—12	+13
Indianapolis	+ 1	+18
Detroit	—11	+31
Grand Rapids	—16	+13
Milwaukee	0	+ 8
St. Louis District	— 9	+13
Metropolitan Areas		
Little Rock	—21	+16
Louisville	0	+20
St. Louis	—12	+12
Memphis	+ 2	+11
Minneapolis District	— 6	+20
Metropolitan Areas		
Mpls.—St. Paul	— 6	+20
Mpls. and Suburbs	— 7	+27
St. Paul	— 4	+ 8
Cities		
Duluth-Superior	— 2	+13
Kansas City District	— 3	+ 6
Metropolitan Areas		
Denver	— 5	+ 8
Topeka	+ 1	— 3
Wichita	r—10	— 8
Kansas City	— 1	+ 7
Downtown Kansas City	— 9	0
St. Joseph	— 6	+ 2
Lincoln	+ 1	+ 8
Albuquerque	r—11	0
Oklahoma City	— 6	— 3
Tulsa	+ 2	+16
City		
Joplin	—17	+ 3
Dallas District	— 7	+ 4
Metropolitan Areas		
Dallas	+ 1	+10
El Paso	—22	0
Fort Worth	— 7	— 2
Houston	— 4	+13
San Antonio	—15	+ 4
San Francisco District	— 1	r+16
Metropolitan Areas		
Los Angeles-Long Beach	— 4	+24
Downtown Los Angeles	—13	+23
Westside Los Angeles	—11	+21
Sacramento	— 3	+23
San Diego	— 4	+18
San Francisco-Oakland	+ 9	+13
San Francisco City	+ 5	+11
Oakland	+ 7	+12
San Jose	+11	+28
Portland	— 5	+18
Salt Lake City	—12	+16
Seattle	— 2	— 2
Spokane	—15	+ 6
Tacoma	+14	+ 1

r—Revised. **Data not available.

* Labor Day in 1958 occurred in the week ending September 6, whereas this year it occurred one week later. Therefore, the week ending September 5, 1959 had one more trading day than the corresponding week last year, while the week ending September 12, 1959 had one less trading day than the week ending September 13 last year.

Cal/Ore Electrical Launches Electric Heat Campaign

Cal/Ore Electrical League, formed early this year for joint promotion by utilities, suppliers and retailers in southern Oregon and northern California, has launched its fourth promotion for electric heat. Full-page ads broke in late September in *Ashland Tidings, Klamath Falls Herald & News, Medford Mail Tribune* and *Roseburg News Review*, all in Oregon, and the *Yreka Siskiyou Daily News* in California. In addition, 80" and 40" insertions are scheduled for October. A slightly smaller schedule is being carried in 15 weekly newspapers in the area.

Don Weill Joins D'Arcy

Don Weill has joined D'Arcy Advertising, New York, as a vp and account supervisor. Formerly a vp, supervisor and member of the plans board at Benton & Bowles, Mr. Weill has worked on drug and toiletries advertising for the past 23 years and at D'Arcy will be in charge of toiletries accounts.

New 'Electrical Merchandising' Will Be Weekly

(Continued from Page 3)

be mailed to advertisers, and special luncheon meetings will be held for advertisers and agencies in nine cities during October to present on film the highlights involved in the change.

The November issue will have a special announcement on its cover, and the first weekly issue, Nov. 23, will have a special overlay cover.

■ "*Electrical Merchandising*, since it was first launched in 1907, has undergone six major changes," Mr. Speare told AA. "In the early 1900s it was essentially a public utility publication. In the 1920s its editorial emphasis was to help educate manufacturers' crews and independent dealers on electrical appliances. In the 1930s the stress was on special selling techniques. During World War II, when appliances were almost impossible to get, the need was for information on how to repair and service equipment. After the war, it was for information on ways and means to help promote and sell the influx of new products.

"With the introduction of new products," Mr. Speare said, "many manufacturers started to produce elaborate instructional kits for dealers to help them sell and promote products, and also sent out special crews to help dealers sell and display and advertise.

"This was literally taking over our stock in trade," he said, "and usurped our function.

■ "So last January, after the survey results had been analyzed, Shelton Fisher, then publisher of *EM* and now a senior vp of McGraw-Hill, and I called in Larry Wray, editor; Harry Hahn, advertising sales manager; Wayne Smith, promotion manager; and Ted Weber, managing editor, and started working on a plan to present to management to change *EM* to a weekly.

"Our plan was finally approved in July by the finance committee of the board of directors.

"Naturally, secrecy was vital to us. To copyright the new name we had to publish eight successive weekly issues and mail them to 500 subscribers."

How do you do something like that?

"Well," he said, "we went to the Princeton Printing Co., Princeton, N.J., which handles a great deal of confidential printing for the government and atomic scientists. I, personally, selected 600 subscribers in Maine, New Hampshire, North Dakota, South Dakota and Vermont to receive the required issues, and they were mailed out in McGraw-Hill envelopes. Nobody apparently paid any attention to the material; we received no inquiries about it.

"Up to Sept. 19 nobody outside the company knew anything about the new publication. Then we had to tell the staff and our advertising agency, the Brady Co., Appleton, Wis."

■ The new weekly will be slightly larger than the current monthly. The latter is 10¼ x 14½" over-all. The new weekly will be 11 x 15".

There will be no base rate change in advertising, but new continuity and impact discounts will be available. In addition, the new weekly will offer advertisers four-color r.o.p. at $600 for first-page cost. Although it is not directly comparable, first page in the monthly currently is $1,355. #

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Century Schoolbook with Bold

Housewares Festival

Look for this seal

another reason why
HARDWARE RETAILER IS
ON TOP

This color spread in POST's October 3 issue sparks the first nationwide housewares promotion in hardware stores. And dealers read about it . . . like other industry leadership activities . . . *first* in Hardware Retailer.

Just one more reason to make Hardware Retailer your basic trade choice.

YOUR NO. 1 CHOICE
HARDWARE RETAILER

How do they put the sales in the bottle?

Ask LIFE or, better still, ask these three leading distillers

They say that they advertise in LIFE because LIFE works. It is just as simple as that.

Seagram Distillers Company Vice-President George Mosley says: "The House of Seagram has invested $40 million in LIFE since the magazine began. Today, Seagram 7 Crown sales are greater than the next three brands."

National Distillers' Alynn Shilling, V. P., Director of Advertising, says: "LIFE is an important part of our magazine programs for Old Grand-Dad, Old Crow, and Old Taylor. In 1959 it is also the backbone of our Gilbey's Gin, Gilbey's Vodka, and Bellows magazine schedule." LIFE and National's brands have been an effective sales team since 1937.

Hiram Walker Vice-President Don O'Brien says: "LIFE is a major part of Canadian Club's program. The editorial content provides an excellent background for Canadian Club's adventure series." During 1958 Hiram Walker invested 37.8% of its magazine budget in LIFE.

They say it. Hundreds of other successful businessmen who have tried it, say it: "LIFE works."

BEER, WINE AND LIQUOR

MAGAZINE	ADV. REVENUE
LIFE	$7,591,644
Look	2,929,735
Saturday Evening Post	2,409,431
Time	2,375,693
New Yorker	1,674,015

Source: P.I.B. (Jan.-July, 1959)

Effectiveness is a fact of LIFE

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker